



**Carleton University
Sprott Business School
BUSI 3204 B
Winter 2014
New Tools and Approaches**

Lecture Time:	Mondays, 11.25am-2.25pm
Location:	Southam Hall, 402
Instructor:	Dr. Sadia Shermeen
Office:	TBA
Email:	sadia.shermeen@carleton.ca
Office hours:	By appointment during Mondays, 10.30-11.20pm
TA:	TBA

Course Overview

Course Prerequisites:

The courses are BUSI 2204 or BUSI 2208 (with a grade of C- or better). The Sprott School of Business enforces all prerequisites.

Course Description:

In this digital era, consumers are increasingly being exposed to Internet based marketing tools and social media like social networks, online communities, blogs, and wikis. For marketers, it has become important to study and assess these tools in order to build brand equity. Therefore, Course BUSI 3204 (Marketing: New Tools and approaches) introduces and assesses key new marketing tools and approaches, including Internet marketing, relationship marketing, social networks; and looks at effective adoption and implementation of these tools and approaches across industries and organizations.

Learning Objectives:

This course is designed to help students learn and to think critically about new advances in technology and their effects on marketing practices. Students also have the opportunity to

explore a variety of emerging technologies and new marketing practices through the group assignments. Through this course, students will:

- Become familiar with key frameworks and models that should be applied to digital marketing practices
- Become familiar with key resources & subject matter experts in various aspects of digital marketing
- Gain experience with assessing the appropriateness and evaluating the effectiveness of new marketing tools and approaches
- Gain experience with new marketing tools in a business context

Basic rules of this class:

It is my belief that the classroom should be a positive, challenging, safe, and respectful learning environment. We all need to cooperate in order for this course to result in a positive experience. Therefore, please observe the following:

- This course assumes that you have a good understanding of basic marketing principles, based on the requirement to have completed either BUSI 2204 or 2208. Therefore, class lectures and discussions will start from this foundation.
- Students are **expected to have completed the required readings prior to class**. Class discussions will be much more interesting if you are prepared and able to contribute.
- You are expected to attend class and be prompt. Please do not come to class late or leave early – neither behavior is acceptable business practice.
- If you have a laptop, please bring it to class. At a minimum, **each team once formed will need access to a laptop and the internet for in-class group work**.
- Although we will be online during class, please refrain from emailing, texting, and calling your friends, or posting to social networks, unless it is part of an in-class exercise. Please turn off your mobile phone ringer – if you are expecting an emergency phone call, please notify me before class. Please be respectful and professional.

Attendance Policy

- Marks will be given for in-class assignments and/or quizzes, and **therefore attendance is strongly encouraged**. **Anyone missing one of these classes, who fails to inform me in advance, with a valid reason, will not be able to make up for the in-class assignment that they missed.**

- Attendance is also mandatory during the weeks when student groups are making presentations. Attendance will be taken for these classes. **Anyone missing one of these classes, who fails to inform me in advance with a valid reasons, will miss marks too.**
- If you are sick, please be prepared to present a valid doctor's note.

Textbook (Required):

Social Media Marketing: A Strategic Approach, 1st Edition
 Melissa S. Barker; Donald I. Barker; Nicholas F. Bormann; Krista E. Neher
 ISBN-10: 0538480874 | ISBN-13: 9780538480871

Reference reading:

Social Media Marketing
 Tracy Tuten, *East Carolina University*
 Michael R. Solomon, *Saint Joseph's University*
 ISBN-10: 0132551799 • ISBN-13: 9780132551793 ©2013 • Prentice Hall •
 (Website: <http://catalogue.pearsoned.ca/educator/product/Social-Media-Marketing/9780132551793.page#sthash.LjiiHBod.dpuf>)

Grading Scheme:

In Class Case Analysis (10*3)	30%
Midterm Exam (Topics covered in weeks 1-6)	20%
Group Project (Report & Presentation)	20%
Final Exam (Comprehensive)	30%

TOTAL	100%

Each component of your grade will be assigned a percentage score. Your final course grade will be a weighted average of each of these components.

In Class Case Analysis:

You will analyze and present case(s) (Text book based) in every class in group. You must come prepared to every class according to the Course Schedule (see pre-class preparation). This group exercise will carry marks for every member in every class. Individual participation in groups will be noticed and marked too.

Midterm Exam:

You will be expected to answer conceptual and situational questions on the topics covered in week one through six.

Project:

Working in a group of no more than seven individuals, you will identify a client organization facing a problem / opportunity that is of interest to you and summarize your proposed project in 750 words or

less. Both the client and the problem / opportunity must be explicitly approved by me. Once approved, you will prepare a 5,000-word consultant's report summarizing your assessment of the situation, identifying viable alternatives, and proposing a specific course of action with respect to new tools and approaches of marketing.

Final Exam:

You will be expected to answer conceptual and situational questions on the topics covered in week one through eleven.

A Note About Case Discussions:

A satisfying case discussion experience requires rigorous preparation prior to class. To that end, you are encouraged to form a team consisting of 6-7 individuals, and meet with your team prior to each class to discuss that week's case. Although this is not required, you will find that this enhances your learning experience by allowing you to digest issues more fully before they are raised in the broader class discussion.

Regular contribution from all class members is essential for effective case discussion. Keep in mind that there is a difference between contributing to and merely participating. The latter can be achieved by saying just about anything (such as quoting a number or simple fact from the case). *Meaningful* contribution requires that you teach your peers something useful that might otherwise have gone unnoticed. Here are a few examples:

- starting off the discussion in a thought-provoking way;
- offering constructive criticism of another's ideas;
- redirecting the discussion in a useful direction when it stagnates;
- summarizing effectively;
- emphasizing generalizable learning points;
- sharing calculations;
- pursuing the logic advanced by others, not letting it die prematurely, and;
- presenting rigorous, but not stubborn, defense of a well-articulated position.

Deferred Final Exam:

Students unable to sit for final exam because of illness or other circumstances beyond their control must contact the instructor and the undergraduate office in writing to request a deferred exam. Permission may be granted when the absence is supported by a medical certificate and or appropriate document/s to support the reason for the deferral. Deferrals are not granted for students who have made travel arrangements that conflict with the exam date.

Policy on Mobile Devices:

The use of mobile devices IS NOT PERMITTED in this class. It is disruptive to the instructor and class members. If you carry such a device to class, please make sure it is turned off. If an emergency situation requires you to keep it turned on, please discuss this with me prior to class.

Course Schedule

Week	Date	Topic/Agenda	Pre-class Prep
1	Jan 6	Why Social Media? Goals and Strategies ► Group profiles due	Read: Ch.1, Ch.2 Cases: United Breaks Guitars JetBlue Uses Social Media to Connect with Customers The Kryptonite Bike Lock Fiasco
2	Jan 13	Identifying Target Audiences ► Project Proposal due	Read: Ch.3 Cases: How Wahoo's Fish Taco Created a Social Media Persona that Attracts a Unique Target Market Lego's Market Segmentation Strategy
3	Jan 20	Rules of Engagement for Social Media	Read: Ch.4 Cases: Pepsi's Transition from Interruption to Permission Marketing British Petroleum Runs the Social Media Gauntlet
4	Jan 27	Publishing Blogs	Read: Ch.5 Cases: Robert Scoble: The First Prominent Corporate Blogger within a Large Corporation (Microsoft) The Huffington Post: How a single Voice Became Many
5	Feb 3	Publishing Podcasts and Webinars Publishing Articles, White Papers, and E-books	Read: Ch.6, Ch. 7 Cases: The Podfather Inspired Marketing LLC Generates Sales from Webinars Soroptimist International of the Americas: Using White Papers to Raise Awareness about Issues Affecting Women and Girls Worldwide

6	Feb 10	Sharing Videos	Read: Ch.8 Cases: The “Old Spice Guy” Viral Videos Home Depot Shows You Know
Winter break	Feb 17-Feb 21	No classes	
7	Feb 24	Sharing Photos and Images ▶ Mid Term Exam	Read: Ch.9 Cases: Flickr and the Library of Congress Create a Commons for Cultural Heritage Collections Who Are You with Nikon?
8	Mar 03	Social Networks	Read: Ch.10 Cases: How Two Coke Fans Brought the Brand to Facebook Fame Starbuck’s Social Network Gathers Feedback from Its Customers Anvil Media Uses LinkedIn for Brand Building
9	Mar 10	Microblogging	Read: Ch.11 Cases: Dell Uses Sina to Reach Chinese Professionals Turbo Tax Experts Take Over Twitter
10	Mar 17	Discussion Boards, Social News, and Q & A Sites	Read: Ch.12 Cases: Lenovo Turns Discussion Forums to Cut Customer Services Costs, Attain Feedback, and Improve Productivity How Business Pioneers Take Advantage of Quora
11	Mar 24	Mobile Computing and Location Marketing	Read: Ch.13 Cases: Dunkin’ Donuts Gets You Running with Mobile Marketing Conan O’Brien Files High with Foursquare Blimp and Badges
12	Mar 31	▶ Submission of Group Project Report ▶ Presentation of Group Project: Tool Execution	Presentation Materials, Project Reports

Dates & Deadlines – Winter Term 2014

Date	Activity
January 2, 2014	University re-opens.
January 6, 2014	Winter-term classes begin.
January 17, 2014	Last day for registration for winter term courses. Last day to change courses or sections (including auditing) for winter term courses.
January 31, 2014	Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.
February 1, 2014	Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the fall/winter session.
February 14, 2014	April examination schedule available online.
February 14-22, 2014	Fall-term deferred examinations will be written.
February 17, 2014	Statutory holiday. University closed.
February 17-21, 2014	Winter Break, no classes.
March 1, 2014	Last day for receipt of applications from potential Spring (June) graduates. Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the fall/winter session. Last day for receipt of applications for admission to a program for the summer term.
March 7, 2014	Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.
March 25, 2014	Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).
April 1, 2014	Last day for receipt of applications for admission to an undergraduate degree program for the fall/winter session, from candidates whose documents originate outside Canada or the United States, except for applications due February 1 or March 1. Winter term ends. Last day of fall/winter and winter-term classes. Last

Date	Activity
April 8, 2014	day for academic withdrawal from fall/winter and winter-term courses. Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.
April 9-10, 2014	No classes or examinations take place. Final examinations in winter term and fall/winter courses may be held.
April 11-26, 2014	Examinations are normally held all seven days of the week. Please note that examinations will not be held on April 18-20.
April 15, 2014	Winter Co-op Work Term Reports are due.
April 18, 2014	Statutory holiday, University closed.
April 26, 2014	All take home examinations are due on this day.
May 1, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the summer session. Last day for receipt of applications for admission to an undergraduate program for the fall/winter session from mature applicants, from those presenting post-secondary education qualifications and from those transferring from other universities in Canada or the United States, and from applicants with high school qualifications from Canada and the United States, except for applications due March 1.
June 1, 2014	
June 9-19, 2014	Fall/winter and winter term deferred final examinations will be held.
June 15, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the 2013-2014 fall/winter session.

IMPORTANT ADDITIONAL INFORMATION

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning

integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Medical certificate

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52

F = Below 50 WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodations

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class

scheduled test or exam requiring accommodation (*if applicable*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies

at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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