



BUSI 3204 A
Marketing: New Tools and Approaches
Fall 2014

Professor: Dr. Lindsay McShane

Office: 918 DT

Office Hours: Tuesdays 2:30pm-3:45pm , or by appt.

Class: Mondays, 6:05 p.m. to 8:55 p.m., TBA

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COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR:

Introduction and assessment of key new marketing tools and approaches, including Internet marketing, relationship marketing, direct marketing; effective adoption and implementation of these tools and approaches across industries and organizations.

COURSE PREREQUISITES:

Third-year standing and BUSI 2204 or BUSI 2208 (with a grade of C- or better).
The Sprott School of Business enforces all prerequisites.

COURSE OBJECTIVES:

This course is designed to help students learn and think critically about new advances in technology and their potential effects on marketing practice. Our focus this semester will be on:

- ❑ Understanding the diversity of new tools in marketing (e.g., consumer engagement, consumer insights, relationship-building, storytelling, curating, monitoring, etc.) and how they can be integrated into marketing strategy
- ❑ Creating, maintaining and monitoring a social media strategy for a local small business or non-profit group
- ❑ Learning and practicing professional consulting skills

REQUIRED RESOURCES:

This semester we will be using HootSuite University. Once you are enrolled in HSU by the professor, you can download the workbook, view the online videos and other learning materials and complete the assignments necessary to obtain your HootSuite certification. There are no additional texts to purchase.

COURSE NORMS:

'Flipped Classroom' Approach

This class will adopt a 'flipped classroom' approach which means that you will be responsible for completing the online exercises in HootSuite University before attending class. The classroom sessions will consist of a lecture on a supporting topic, followed by a hands-on session which will allow you to work through any problems you had with the online assignments plus provide you with group time to work on your term project. Guest speakers will also be presenting topics related to the course.

Use of cuLearn

This course uses cuLearn, Carleton's new learning management system. To access your courses on cuLearn go to <http://carleton.ca/culearn>. For help and support, go to <http://carleton.ca/culearn/students>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at ccs_service_desk@carleton.ca.

The course cuLearn website contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc. Grades will be posted to cuLearn as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.' In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

Email Policy

In keeping with Carleton University policy, your @cmail or @carleton email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). Please be aware that I do not respond to student emails over the weekend. During the week I will endeavor to answer your emails within 48 hours; you should not expect an immediate response. I will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum to ascertain whether your classmates can assist you.

Cellular Phone Usage

The use of cellular phones is not permitted in this class. It is disruptive to the professor and other class members. If you carry a phone to class, please make sure it is turned off. If an emergency situation requires you to keep your cell phone turned on, please discuss this with the instructor prior to the class.

EVALUATION CRITERIA:

The evaluation criteria are summarized as follows:

1. Individual Journal		25%
2. Group Project Report		
Proposal	10%	
Final Report	55%	65%
4. Presentation		<u>10%</u>
Total		100%

1. Individual Journal:

Each student will prepare a journal detailing their experiences and critical reflections on the use of social media in general and HootSuite in particular. This journal can take any form – written report, video, blog, a curation on Pinterest or Tumblr, or a combination – the choice is up to you. I’m looking for your thoughts on the various technologies we’ll be using – is it something you find useful now or think you might find useful in your future work life? Is the investment of time and energy worth it? How did you arrive at this decision? Who should/shouldn’t use this technology? Were you surprised by anything? I’m also looking for your critical reflections – Which of the various tools and technologies do you think has staying power? Why? How are the various social media tools you have learned about in class changing the way we practice marketing? Has your thinking changed over the course of the semester? If so, in what ways?

The length of the journal is up to you, but I’m hoping for something considerably shorter than 50 pages (if written) and doubt you can cover all the topics sufficiently in less than 10 pages. For more information, see the assignment description on cuLearn.

2. Group Project Report (aim for groups of 3-4):

As part of working with the HootSuite University material, you will find a small business or not-for-profit organization to work with. The goal of this assignment is for your group to design, implement, manage and monitor a social media campaign on behalf of that partner. You will also be reporting your results back to the firm or organization and making recommendations regarding which social media tools they should continue to engage with and what their social media policy should contain.

You are free to choose any small business or not-for-profit to work with, but be aware that you will need to have access and permission to run the campaign on their behalf. Once you have found an organization/firm to work with, prepare a short proposal containing your group members’ names, a brief description of the organization/firm, contact information, and a brief outline of the campaign you will run, including its objectives. For more information on the recommended contents of your proposal, see the assignment description on cuLearn.

You should make two copies of your final report: 1) a professionally designed and bound copy for the organization you work with; and, 2) a copy for the professor to grade. Your group may decide on the contents and length of the report, but remember to keep it succinct and to the point. The report will be due to the professor on December 9th. Please be aware that I will be contacting your partner organization to ensure that they have received their copy of your report.

3. Presentation

Each group will present their HootSuite group project to the class for feedback and suggestions prior to handing in their final written report. You are encouraged to invite someone from your host company/organization to attend the presentation and give you feedback. The group should decide how best to present the material – you are encouraged to keep your presentation lively and include the opportunity for audience feedback. A grading rubric for the presentation will be posted on the course cuLearn site.

AN IMPORTANT NOTE ON GROUP ASSIGNMENTS:

The intent of having group assignments is to provide an opportunity for students to gain hands-on practice with the skills and concepts we will be covering in class in a setting that more closely approximates the workplace. Group work does NOT consist of dividing the assignment up into parts that may be completed by individuals and then throwing those parts together into one document. That is why a certain portion of the marks is dedicated to how the assignment reads; it should flow as one piece of writing, not a collection of individual styles. Since you are considered to be working on the entire assignment together, you are all jointly and individually responsible for any infractions of academic integrity. This means that if one of you plagiarizes or fails to cite sources, all of you will receive the same penalty. You do not have recourse to the excuse that you personally did not complete that portion of the assignment – this is GROUP work. Please keep this in mind as you complete the Academic Integrity Declaration. Sprott has a number of resources available to help you manage your group process. You can find them here: <http://sprott.carleton.co/students/undergraduate/bcom/group-work-resources/>

LATE PENALTY:

All assignments are due at the beginning of class. Once the lecture starts, your assignment is late. It is extremely rude to interrupt the lecture to hand your assignment in; wait until the break. Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). This includes the first day. If you hand your assignment in after the lecture begins, you will lose 5%. Do NOT slide your assignment under the professor's office door – this will result in a grade of 0 for the assignment. If your assignment is late, you must make arrangements to deliver the assignment to the professor at a time that is mutually convenient. The staff in 810 DT will NOT accept assignments, nor will I make a trip to campus just to pick up your late assignment.

INABILITY TO COMPLETE AN ASSIGNMENT DUE TO ILLNESS:

Students who cannot contribute to the group project due to certified illness will be dealt

with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

Students who cannot hand the individual journal in by the assigned deadline due to certified illness may have the deadline extended, depending on the contents of the doctor's note. **Please ensure that your medical practitioner includes a date by which s/he expects you to be able to return to your studies along with an estimate of the extent of time during which you were unable to attend to your studies.**

For all occasions that call for a medical certificate you must use or furnish the information demanded in: http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med_cert.pdf

CLASS SCHEDULE:

Please note: While every attempt will be made to keep to the schedule listed below, changes to the schedules of guest speakers and other unforeseen circumstances may necessitate modifications throughout the semester.

Session /Date	Topics	Deliverable
1 Sept 8	- Course Overview - Personal Branding	HSU Lesson: Personal Branding
2 Sept 15	- Why Social Media?	HSU Lesson: Why Social Media
3 Sept 22	- The Digital Marketing Landscape	HSU Lesson: The Digital Marketing Landscape
4 Sept 29	- Social Networks, Part 1	* Group Project Proposal Due*
5 Oct 6	- Social Media Tools & Applications	HSU Lesson: Social Media Tools & Applications
6 Oct 13	- Thanksgiving Holiday – No Classes	
7 Oct 20	- Social Influence & Advertising	HSU Lesson: Social Influence & Advertising
8 Oct 27	- Reading Week – No Classes	
9 Nov 3	- Social Networks, Part 2	HSU Lesson: Social Networks, Part 2
10 Nov 10	- Engaging on Social Media	HSU Lesson: Engaging on Social Media
11 Nov 17	- Social Media Analytics & Proving ROI - Social Media Policies	HSU Lesson: Social Media Analytics & Proving ROI HSU Lesson: Social Media Policies
12 Nov 24	- Group Project Presentations	
13 Dec 1	- Group Project Presentations	
Final Group Report and Individual Journal Due December 8th		

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.

Academic Regulations, Accommodations, Plagiarism, 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/>

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

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 2014 exam period is November 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 CMAIL (MyCarleton) account to other non-CMAIL 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 CMAIL address. Therefore, it would be easier to respond to your inquiries if you would send all email from your CMAIL 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/>

IMPORTANT DATES TO REMEMBER**Fall Term 2014**

September 2

Fall Term Begins.

Orientation for Teaching Assistants.

September 2-3

Academic Orientation. All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

September 4

Fall and fall/winter classes begin.

September 17

Last day of registration for fall term and fall/winter courses.

Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

September 26-28

Summer deferred final examinations to be held.

September 30

Last day to withdraw from Fall term and Fall/Winter courses with a full fee adjustment. Withdrawals after this date will create no financial change to Fall term fees (financial withdrawal).

October 10

December examination schedule (fall term final and fall/winter mid-terms) available online.

October 13

Statutory holiday, University closed.

October 27-31

Fall break. Classes are suspended.

November 7

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for December examinations.

November 24

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

December 8

Fall term ends

Last day of fall-term classes.

Last day for academic withdrawal from fall 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 term courses.

December 9

No classes or examinations take place.

December 10 – 21

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

December 21

All take home examinations are due

December 25 to January 2

University closed