



**BUSI 3204 A**  
**Marketing: New Tools and Approaches**  
**Fall 2016**

**Professor:** Dr. Lindsay McShane

**Office:** 918 DT

**Office Hours:** By appointment

**Class:** Fridays 2:35pm to 5:25pm, Room Tory Building 446

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**Telephone:** 613-520-2600 ext. 2030

**Teaching Assistant:** 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:**

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 how social media and related new marketing tools influence the field of brand management. Our focus this semester will be on:

- ❑ Understanding brand management and the role of social media in this process
- ❑ 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 brand management strategy
- ❑ Creating, maintaining and monitoring a social media oriented brand-management 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:**

### **Hybrid Classroom Approach**

This class will adopt a 'hybrid 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 and hands-on exercises to help you practice tools discussed in class. 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](mailto: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. Class Contribution		10%
2. HSU Lessons and Certification		10%
3. Social Media Challenges		10%
4. Personal Branding Assignment		20%
5. Group Project Report		
Proposal	5%	
Final Report	35%	
Presentation	10%	<u>50%</u>
Total		100%

**1. Class Contribution:**

This portion of the course will assess the quality of your in-class contribution over the course of the term with the exception of the two weeks allocated to Social Media Challenges (participation in these two Social Media Challenges is assessed separately).

This might include presenting a point of view, providing examples from outside reading or experience, drawing conclusions, or asking insightful questions. Questions and comments during guest speaker sessions and final project presentations will be especially valued. Simply coming to class will earn no class contribution marks as it is not an attendance mark. The quality of the course will be directly related to the quality of the in-class contributions, so please make every effort to share your thoughts, ideas, comments and questions with the class.

\*As noted, this is not a grade for attendance. However, the two weeks set aside for the in-class group project presentations at the end of the term are mandatory. A penalty of 2% will be assigned for missing a mandatory class. This will be applied to the class contribution portion of your course grade.

**2. HSU Lessons:**

This course follows the HootSuite University Higher Education Program. Program progression involves taking several “exams” throughout the course as checkpoints to ensure that students are comfortable with the material. The tests can be taken as many times as needed to achieve a passing grade. For this assessment component of the course students are required to save a screenshot of each passed exam, as well as the certification exam. Students will compile all screenshots and **submit by Nov. 18 (Week 11) at 9pm EST.**

**3. Social Media Challenges**

Over the course of the term we will have *two* in-class Social Media Challenges, each worth 5% of your final grade. Both challenges involve working in a team for a portion of the class, presenting your ideas to the class at the end of the work period. For one of the two

challenges (your choice), you will also submit a brief memo. **This memo is due before the start of the following class via cuLearn dropbox.** The grade breakdown will be as follows: 2.5% for each of the in-class sessions (including the presentation) and 5% for the memo. Details to follow in class.

#### **4. Personal Branding Assignment**

This assignment requires you to engage in both a critical analysis of your current online presence and a thoughtful reflection on your desired online brand. Drawing on both of these stages, you'll then need to develop an overall strategy and specific tactics for bringing your brand narrative to fruition. This will entail a detailed analysis of which social media platforms you'll engage with and how (including consideration for specific verbal and visual content).

The length of the personal brand reflection is up to you, but I'm hoping for something considerably shorter than 25 pages (if entirely written) and doubt you can cover all the topics sufficiently in less than 10 pages. Keep in mind your assignment may include a combination of traditional written work (i.e., a Word doc), with supporting materials (e.g., links to your LinkedIn page, Facebook page, blog, video, etc.). Be sure to see the assignment description on cuLearn for important details. **The assignment is due Nov. 25 by 9pm EST via cuLearn dropbox.**

#### **5. Group Project Report (aim for groups of 4-5):**

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 audit your community partner's existing social media presence. Based on insights drawn from your audit and campaign, you will develop a social media plan for your organization going forward. You will be reporting your results back to the firm or organization.

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 in hard copy format on **Dec. 9 by 2:30pm**. I will be available to collect these assignments in the classroom at this time. Please be aware that I will be contacting your partner organization to ensure that they have received their copy of your report.

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.**

## **CLASS SCHEDULE:**

\*Please note that the specific topics listed are tentative and may change between now and the front end of the semester.

\*\*Please note: Guest Speaker schedule will be finalized and added to this schedule at the beginning of the term

<b>Session /Date</b>	<b>Topics</b>
1 Sept. 9	Course Overview Brand Management in Social Media and Inbound Marketing
2 Sept. 16	Personal Branding: Who are you on Social Media? Why, What, How, When and with Who do we Share?
3 Sept. 23	The Social Brand: Brand Voice, Personality, and Relationships Storytelling: Content Creation, Curation, and Crowdsourcing
4 Sept. 30	Brand Management and Social Media Strategy <b>Group Project Proposals Due</b>
5 Oct. 7	Writing for Social Media and Online Platforms
6 Oct. 14	The Social Media Challenge (1)
7 Oct. 21	Monitoring and Analyzing Social Media Trends Brand Management and Analytics:
8 Oct. 28	<b>Reading Week</b>
Nov. 4	Social Media Advertising - emerging models (paid, owned and earned) Social Media Norms
10 Nov. 11	The Social Media Challenge (2)
11 Nov. 18	Social Media Policies <b>HootSuite Exams Due</b>
12 Nov. 25	<b>Group Project Presentations</b> <b>Personal Branding Assignment Due (cuLearn)</b>
13 Dec. 2	<b>Group Project Presentations</b>
14 Dec. 9	<b>Final Group Projects Due (hard copy)</b>

## **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](mailto: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. The deadlines for contacting the Paul Menton Centre regarding accommodations for December exams is November 11, 2016.

***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](http://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](http://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.

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- 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/>