



BUSI 3204 B
Marketing: New Tools and Approaches
Winter 2015

Professor: Dr. Lindsay McShane

Office: 918 DT

Office Hours: Tuesdays 1:30pm-2:30pm , or by appt.

Class: Tuesdays 2:35pm to 5:25pm, Room Tory Building 447

Email: Lindsay.mcshane@carleton.ca (preferred contact method)

Telephone: 613-520-2600 ext. 2030

Teaching Assistant: TBA

Teaching Assistant Email: TBA

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 brand management, and more specifically about the role of social media and other new marketing tools in shaping 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:

'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 Spratt 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. The Social Media Challenges (x2)	15%
4. Individual Journal	20%
5. Group Project Report	
Proposal	5%
Final Report	30%
Presentation	10%
	<u>45%</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 of 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 Week 11 (March 24).

3. Social Media Challenges

Over the course of the term we will have *two* in-class Social Media Challenges, each worth 7.5% 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, and

submitting a two-page memo. This memo is due at the beginning of the following class. For each challenge, the grade breakdown will be as follows: 2.5% presentation, 5% memo. Dates to be determined and details to follow in class.

4. Individual Journal:

Each student will prepare a journal detailing their experiences and critical reflections on course content. The entries may pertain to issues covered by the guest speakers, the in-class lectures, in-class discussions and/or the Hootsuite lessons. This journal can take any form – written report, video, blog, a curation on Pinterest, Tumblr, WordPress, Scoopit, Storify, etc., or a combination – the choice is up to you. I’m looking for your thoughts on the various concepts we’ll be discussing and 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 concepts and tools do you think are most powerful and/or have the most 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 40 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.

In reviewing the weekly schedule, you’ll note there are 10 weeks of course content (add two presentation weeks). Accordingly, your journal should have one entry for each week of course content.

4. 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 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 April 7. 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: Changes to the schedules of guest speakers and other unforeseen circumstances may necessitate modifications throughout the semester.

Session /Date	Topics
1 Jan. 6	Course Overview HSU Lesson: Personal Branding Topic: Personal Branding
2 Jan. 13	HSU Lesson: Why Social Media Topic: Brand Management
3 Jan. 20	HSU Lesson: The Digital Marketing Landscape Topic: Brand Management and Social Media (The Social Brand)
4 Jan. 27	HSU Lesson: Social Networks, Part 1 Topic: Brand Personal, Brand Relationships, Brand Storytelling Group Project Proposals Due
5 Feb. 3	HSU Lesson: Social Media Tools & Applications Topic: Why/Why Not Social Media; Content Creation and Curation
6 Feb. 10	HSU Lesson: Social Influence & Advertising Topic: Social Influence and Advertising
7 Feb 17	Reading Week
8 Feb. 24	HSU Lesson: Social Media Analytics & Proving ROI Topic: Brand Management and Analytics, Part 2
9 Mar. 3	HSU Lesson: Social Networks, Part 2 Topic: Brand Management and Analytics, Part 2
10 Mar.10	HSU Lesson: Engaging on Social Media Topic: The Social Media Challenge
11 Mar. 17	HSU Lesson: Social Media Policies Topic: Social Media Policies HootSuite Exams Due
12 Mar. 24	Group Project Presentations
13 Mar. 31	Group Project Presentations
14 April 6	Final Group Projects and Individual Journal Due

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*).

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/>