



Carleton University
Sprott School of Business
BUSI3204 A
Winter 2018
Marketing: New Tools and Approaches

Instructor: Dr. Marzena Cedzynski

Office: DT1009A

Office Hours: Wednesdays, 11:30 am - 12:30 pm, Southam Hall 417

Class: Wednesdays 8:35 am to 11:25 am

Email: marzena.cedzynski@carleton.ca (preferred contact method)

COURSE DESCRIPTION

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.

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

The best way to contact the professor is to send her an email via cuLearn. If you wish to send her an email directly, please add “BUSI 3204” in your email’s subject line. In keeping with Carleton University policy, your @cmail or @carleton accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class.

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.

Recording or Videotaping Policy

Students are not permitted to make any unauthorized recordings or video of lectures.

EVALUATION CRITERIA

The evaluation criteria are summarized as follows:

1. Class Contribution		10%
2. HSU Lessons and Certification		10%
3. Personal Branding Website Project		10%
4. Personal Branding Assignment		20%
5. Group Project Report		
-Proposal	5%	
-Final Report	35%	50%
-Presentation	10%	
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. 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 March 21 (Week 10) via cuLearn.**

3. Personal Branding Website Project

This project is an essential component of your overall effort to establish your digital marketing presence and showcase your personal brand. In partnership with PageCloud, you will be required to build your own website (no coding or previous technical experience required). Detailed information related to specific requirements (such as SEO and content creation) will be posted on cuLearn. **The website must be completed by March 14 and the corresponding document must be submitted via cuLearn before the class on that day.**

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 written component of the personal brand reflection should not exceed 10 pages. However, all supporting materials (e.g., snapshot of your Website home page, LinkedIn page, Facebook page, blog, etc.) should be placed in the Appendix, which has no length restriction. Be sure to see the assignment description on cuLearn for important details. **The assignment is due on April 4 via cuLearn submission.**

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.

The report will be due to be submitted to the professor in both hard and soft copy formats on April 4. You should make two hard 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. In addition, you are required to submit an electronic/soft copy through cuLearn. Your group may decide on the contents and length of the report, but remember to keep it succinct and to the point. Please be aware that the professor 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 5 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 the professor be responsible for making a trip to campus just to pick up any late assignments.

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.**

COURSE SCHEDULE - BUSI3204 - Marketing: New Tools and Approaches

(Please note that the specific topics listed are tentative and may change between now and the front end of the semester)

Week	Date	Topic	HSU Lesson	Deliverables
1	Jan. 10	-Introduction to Course -Personal Branding -Composition of Teams for Group Assignments	Personal Branding	
2	Jan. 17	-Brand Management	Why Social Media	
3	Jan. 24	-Brand Management and Social Media (The Social Brand)	The Digital Marketing Landscape	
4	Jan. 31	-Brand Personal, Brand Relationships, Brand Storytelling	Social Networks, Part 1	Items due: -Group Project Proposals Due*
5	Feb. 7	-Social Media Tools & Applications	Why/Why Not Social Media; Content Creation and Curation	
6	Feb. 14	-Social Influence & Advertising	Social Influence and Advertising	
	Feb. 19-23	Winter Break		
7	Feb. 28	-Brand Management and Analytics, Part 2	Social Media Analytics & Proving ROI	
8	March 7	-Brand Management and Analytics, Part 2	Social Networks, Part 2	
9	March 14	-The Social Media Challenge	Engaging on Social Media	Item due: Personal Branding Website Project <small>cuLearn</small>
10	March 21	-Social Media Policies	Social Media Policies	Item due: HootSuite Exams Due <small>cuLearn</small>
11	March 28	-Group Project Presentations		
12	April 4	-Group Project Presentations		Items due: -Personal Branding Assignment* -Group Project Report*

* You must submit your deliverables both as a hard copy and as an electronic file via cuLearn.

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

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.

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			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

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

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*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) 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 and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to 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; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, 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: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

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.
 - 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 CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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IMPORTANT DATES TO REMEMBER

January 2

University reopens at 8:30 a.m.

January 8

Winter term classes begin.

January 12

OSAP deferral deadline. [Late payment charges and late registration charges](#) applied to the student account on or after this date for eligible OSAP students.

January 19

Last day for registration for winter term courses.

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

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Winter 2018 and must register for the Winter 2018 term.

January 19-21, 26-28

Fall-term deferred examinations will be held.

January 31

Last day for a [fee adjustment](#) when withdrawing from Winter term courses or the Winter portion of two-term courses (financial withdrawal). Withdrawals after this date will create no financial change to Winter term fees and will result in a grade(s) of WDN appearing on your official transcript.

February 16

April examination schedule available online.

February 19

Statutory holiday, University closed.

February 19-23

Winter Break. Classes are suspended.

March 1

Last day for receipt of applications from potential spring (June) graduates.

Last day for receipt of applications for admission to an undergraduate program for the summer term.

March 9

Last day to request formal exam accommodations for April examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

Date TBA

[Last day to pay any remaining balance on your Student Account](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents. An account balance may delay Summer 2018 course selection.

March 27

Last day for summative or final examinations in winter term or fall/winter courses before the official examination period (see [Examination Regulations](#) in the Academic Regulations of the University section of the Undergraduate Calendar).

March 30

Statutory holiday, University closed.

April 7

[Last day to pay any remaining balance on your Student Account](#) to avoid a hold on access

to marks through Carleton Central and the release of transcripts and other official documents.

April 11

Winter term ends.

Last day of fall/winter and winter-term classes.

Classes follow a Friday schedule

Last 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 12-13

No classes or examinations take place.

April 14-26

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all 7 days of the week.

April 26

All take home examinations are due on this day.

May 11

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Spring 2018 and must register for the Summer 2018 term.

May 18-29

Fall/winter and winter term deferred final examinations will be held.