CHARLOTTE
BELK COLLEGE OF BUSINESS

Course Information

Social Media Marketing and Analytics
MBAD 6277/DSBA 6277
Instructor: Nima Jalali, Ph.D., MBA
Office hours: by appointment
Office hours: Zoom link posted on Canvas
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Course Description

Social media transformed how individuals communicate. This new communication paradigm is also changing how firms are reaching out to customers and is different than traditional one-to-many forms of communication. The main difference of this new medium is that consumers have a share of voice, which makes this channel a different landscape for firms.

This course starts with an overview of this new paradigm, and covers topics related to developing social media strategy and implementing their respective tactics with marketing and business goals in mind. In specific, it covers following topics (1) Traditional media vs. social media (2) Social media strategies and objectives (3) Social platforms (4) Social Advertising (5) Influencer Marketing.

In addition to the substantive and strategic aspects of social media marketing, we also cover many analytics methods related to the social media data such as (1) social listening and text analytics, (2) social metrics and regression analysis, (3) social segmentation and cluster analysis, and (4) social media and network analytics.

Course Objectives

- Articulate business goals for social media.
- Develop social media content strategy.
- Differentiate between social channels and their applications.
- Propose an advertising strategy and evaluate its effectiveness.
- Develop an influencer marketing plan using the conceptual framework of influencer marketing.
- Develop a framework for social media marketing analytics.
- Analyze data using analytical methods applicable to social media data.

Course Structure

This is a fully online asynchronous course. In this course, there are seven modules pertaining to each week. In each module, there are four components: read, watch, assignment,

and reflect. The reading component is a combination of articles and case studies. The watch component is a series of videos. The assignment component includes both individual and team assignments, and the reflect component includes peer review of other students' assignments as well as participating in a discussion board. Here is the breakdown of the activities in this course and their weights.

Tasks	Points
Knowledge Check (quiz based on lectures & assignments)	300
Weekly Individual Assignments	300
Case Study - Group Assignment	250
Peer Review - Individual Assignment (5 modules)	50
Discussion Board	80
Introduce Yourself	10
In-take Survey	10
Total	1000

Materials

The assigned reading for each week is posted on Canvas and can be accessed through the library with the exception of one HBR article, which students should be able to access for free. In addition, we are going to use the following HBR course pack for case studies, and can be purchases at: https://hbsp.harvard.edu/import/1346476

Module Release Time

The instructor will release each module on Friday 23:59 and the assignments of each module are due on Tuesday 23:59 of the following week.

Knowledge Checks

This component of the course evaluates the learning goals of the lectures through quizzes. Some of the quizzes are provided as a separate assignment and should be completed after watching the videos, and some are embedded onto the videos, and the questions are displayed while watching the lectures.

Weekly Assignments – Individual

Upon watching the videos and quizzes, students should complete an assignment related to the topic of the module. In the first half, these assignments are mostly related to strategic issues in social media marketing, and in the second half, they are mostly related to analytics of social media data.

Peer Review of Weekly Individual Assignments

Upon completion of each module, the instructor will randomly assign students' assignments to be reviewed by their peers. These peer reviews are anonymous and are based on the provided rubric. Reviewers also need to add comments in their evaluation. Please note that the instructor is the one who is giving the final grade to the assignments and these peer reviews are going to be used during the evaluation process. Students should avoid mentioning their names in the assignment text or filename since the assignments need to remain anonymous for peer review.

Case Study – Team

Strating from module 3, in addition to the individual assignments, there are case studies that should be completed by a team of students. These are Harvard Business Cases and

students should purchase them to read and evaluate. Following that, they have to answer questions that were posted by the instructor for each case study.

Each team should arrange between themselves so that each module, one person is the leader of that case assignment, and should take responses from all team members and submit the responses on behalf of the team. Teams are formed by the instructor during the first week of classes and upon team formation, a sign-up sheet will be shared to assign weekly leaders.

Case Study – Peer Evaluation

Upon completion of the case study in each module, the students should submit a peer evaluation of their teammates and rate other members on a 0-100 scale, in terms of the effort, contribution, and communication in submitting their part in the assignment. The final score of the case study for each student will be a multiplication of the peer evaluation score and the assignment score.

Discussion Board

Starting from module 3, there are going to be weekly discussion topics related to the case studies as well as some external discussion topics. The students should participate and share their ideas and opinions. The leader in each case should post on the discussion post related to their case, while other team members can reply to other team's points. The post by the team leader should have a written component as well as a recorded video posted together on the discussion board. Each student is expected to post one time as case leader (40 points), one time as an individual on discussions

not related to cases (20 points), and replying twice to others (10 points per reply). <u>All discussion board contributions should be in different modules.</u>

Late Work Policy

Assigned work is due on the day and time indicated in the schedule. Students can submit their work late with a 2% deduction per hour late. Students can also request a one-time extension of the module assignments, but it has to be requested before the deadline, and the instructor also needs to approve it before the deadline. The extension will provide 3 more days from the due date of the module. In any other scenario other than above, it will be counted as a no submission.

Computation

The instructor demonstrates analytics and visualizations primarily in R-Studio. This open-source software is freely available for download, and you can find manuals and installation guidelines on its website site. We have videos in the first few modules to get you started on this Software.

Also, in order to have a uniform experience in R-Studio, you can use Apporto, which is a cloud-based software platform provided by the University. There is a video in the first module that shows how to access and use it.

Few Additional Points

- Responses to the assignments have to be uploaded to Canvas directly using a Microsoft word or Adobe PDF file, and online submission of other forms such as Google Docs is not accepted.

- The instructor will grade the assignments according to the provided rubric for each assignment.
- The instructor will hold office hours by appointment.

Academic Integrity

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced on this course. Students are expected to report cases of academic dishonesty to the course instructor.

Diversity

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status. UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please send me your accommodation letter as early as possible. You are encouraged to meet with me to discuss the accommodations outlined in your letter. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 (Fretwell 230).

AI Policy

Collaboration with ChatGPT or other AI composition software is permitted in this course with appropriate documentation of how it was used and for what purpose.

Course Timeline

Module	Topic	Case Study
1	**Business Goals and Social Media**	
2	**Content Strategy and Content Marketing**	
3	**Social Platforms**	**Case Study**: Timperio Experiments With Generative AI In Advertising
4	**Social Media Advertising**	**Case Study**: Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing
5	**Social Media Metrics & Regression Analysis**	**Case Study**: Squatty Potty: Assessing Digital Marketing Campaign Data
6	**Social Listening & Text Analytics**	**Case Study**: How a Luxury Electric Vehicle (EV) Manufacturer Can Leverage Social Listening
7	**Influencer Marketing & Cluster Analysis**	**Case Study**: The Good Feet Store: Sponsoring College Athletes in Name, Image, and Likeness Era