

NYU Stern  
Digital Marketing and Social Media  
Department of Information, Operations and Management Sciences  
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Course Title: Digital Marketing and Social Media  
Semester: Spring 2018  
Course Code:  
Instructor: Prof. Anika Sharma  
Meeting times: Select evenings and Fridays (Virtual)  
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TA: Kelly Wall; [klw441@stern.nyu.edu](mailto:klw441@stern.nyu.edu)  
Meeting times: To be confirmed

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**Course Description:**

The key objective of this course is to provide a foundational understanding of Digital and Social Media Marketing. This course will cover two key elements that are changing Marketing today: Digital Marketing and Social Media.

The **Digital Marketing** aspect of this course will cover the ever-changing broad definition of digital in the context of Marketing. The course will explore the key elements of Digital Marketing, namely: Search Engine Marketing, Search Engine Optimization as well as briefly touch about Google Analytics. The course will use several databases to analyze trends and identify opportunities. It will also address fundamentals of email marketing and overall, how to apply marketing principles in the use of new technology

The **Social Media** aspect of the course will explore current social media platforms and their role in a company's marketing communication strategy, facilitating customer relationships, creating brand ambassadors, product innovation and brand equity. The course will examine social media campaigns, appropriate tracking platforms and metrics. Social Media will be examined as part of a larger Integrated Marketing Communication Strategy. In addition, it will briefly cover social media's potential role in overall business operations. Applicable consumer behavior, communication and advertising theories will be covered

**Prerequisites:** There are no pre-requisites for this course.

**Course Outcomes:** On successful completion of this unit, students will be able to:

- Define and identify key characteristics of digital marketing
- Develop digital marketing strategies guided by actionable objectives
- Recognize how digital technologies and channels affect consumer behavior
- Discover what consumers are saying about a product/brand/company
- Describe how search engines work and formulate recommendations for how a site can improve their search rankings.
- Employ web analytics tools and interpret the data.
- Distinguish amongst major online advertising approached and assess their appropriateness based on marketing goals.

Recognize the differences amongst paid, owned and earned media and assess their impact on creating value for businesses.

Assess characteristics of an effective company web presence.

Understand the social media landscape and current forms of social media

Know the role of social media within an Integrated Marketing Communication (IMC) strategy

Understand how leading brands can use Social Media tools to empower employee brand ambassadors who engage customers and prospects

Appreciate the impact that social media can have on a company

### **Course Topics:**

- The new digital landscape (Chapter 1)
- Digital Interpretation Strategies (Chapter 7)
- SEM/SEO
- Social as a channel – Organic and Paid
- Micro-moments (this will be covered over 3 sessions) (Reading material will be provided)
- Social Channels – an understanding of the social landscape
- Digital listening and learning
- Facebook Blueprint
- Analytics – GA/Web
- Rethinking consumption (Chapter 4)
- Developing and Distributing (Chapter 5)
- Planning communication/execution strategy (Chapter 8 and 9)
- Integrating Media (Chapter 10)
- Introduction to Mobile Marketing (Reading material will be provided)

### **Required Material: Textbook, Simulation & Videos**

The textbook for this class is: Social Media and Mobile Marketing Strategy by Randi Priluck. However, to cover the additional subject matter we will also be referring to material outside of this textbook as well as HBR case studies. This is going to be a hands-on class, please expect required readings and videos that you will need to look at each week. I advise you to take notes in class.

**YOU NEED TO/SHOULD READ THE REQUIRED CHAPTER/READINGS, VIDEOS AND QUIZZES BY SUNDAY EOD 5 pm EST.**

### **Suggested Readings & Videos:**

Beyond the required list of readings/videos I have also included lists of suggested readings and videos. You are not required to read/view these and you will not be tested on this material. However, they will provide a more in-depth perspective/instruction on the topic we are discussing.

### **Course Technology Requirements:**

This course will need the following technology requirements:

- Access to the internet
- Access to a smartphone. Please carry your smartphones and laptops/tablets to class
- You need to use (and check frequently) your **Stern webmail account as well as your classes account**. While I can reply to emails from other accounts, class emails will be sent only to

your Stern account. Remember that you can forward your Stern emails to other email accounts.

- Access and good use of PowerPoint
- You need to be able to access **Classes Collaborate** – more on this
- You will need to be able to read .pdf (Adobe) files via **Adobe Reader**. You can download the current version for free at [www.Acrobat.com](http://www.Acrobat.com).
- You need to be able to view video files
- You need working speakers/sound (to hear the lectures and videos).
- You need to be able to download/install software.
- You should sign up for a Twitter account – <http://www.twitter.com>
- You will need to sign-up for a weebly.com account <http://www.weebly.com/> (personal brand website)
- You should sign up for a LinkedIn account - <http://www.linkedin.com>

**Course Philosophy:** The purpose of this course is to provide you with an overview of digital and social marketing. Additionally, it will provide you with the resources to create your own webpage and have an understanding with what is involved in internet marketing. In general, this is a fun and important topic. I hope you bring to the class the needed enthusiasm that it deserves. Like everything in life, this class will be truly what you make of it. Outside of the class requirements, I have also included a ton of supplemental material that will assist you in constructing your own online website/business/social media presence. It is up to you whether you want to explore these additional tools. For the most part, this is a hands-on class. You will learn best by following along with me (do the requested exercises) as I show you various tools and websites. Please know that I really want you to do well in this class. However, you have to put forth the effort. I come to class prepared and I expect you to do the same. I do not want you to be confused or frustrated with this material. Ask me for help if my lectures or instructions aren't clear. Ask me for further information (books/additional readings) if you want to learn more about a specific topic. I am here to help you--so come and see me (virtually)!

**Instructors Expectations of Students:** I expect you to be committed to learning about digital marketing and fulfilling course obligations. I want you to leave this course equipped with knowledge that you can utilize in the future. Your commitment in this class is apparent to me in the following ways:

- 1) Come to our virtual class prepared (completed assigned readings, review lectures/notes)
- 2) Complete assigned readings/questions/quizzes simulation on time
- 3) Actively participate in our virtual class and online class discussions
- 4) Be aware of any changes and updates made to the syllabus and/or assignments
- 5) Ask me questions when you are unclear about a topic or want to explore an area in more detail
- 6) Have integrity! (Do not plagiarize your assignments or cheat on tests!)

**Student's Expectations of the Instructor:** Just as I have expectations for you, I want you to know that I am also committed to your education.

- 1) The class will be informed and updated on the direction of the course
- 2) Be prepared for class
- 3) Return grades back to you in a timely fashion
- 4) Facilitate open discussions and encourage questions
- 5) Be available to you when you have problems, questions, and suggestions.
- 6) No Surprises! (No pop quizzes, grades posted in a timely manner, clear set of expectations, etc.)

7) Be fair and equitable in the distribution of your grades.

**Course Components:**

<b>Tests (45%)</b>		
Exam 1	150	15%
Exam 2	150	15%
Exam 3	150	15%
<b>Assignments (35%)</b>		
Group Assignment 1	100	15%
Group Assignment 2 (final)	150	20%
Individual Assignment/final exam	100	
<b>Class Participation and Content Involvement (20%)</b>		
Class Attendance + Participation (Minimum 8 Classes/not including exam days) Meeting(s) with Me	50	5%
Individual assignment in class 1	50	5%
Individual assignment in class 2	50	10%
Individual assignment in class 3	50	
<b>Total</b>	<b>1000 points</b>	<b>100%</b>

**Time Table/Important Dates:**

- Weeks run from **Tuesday - Monday**
- Week material should be reviewed by **Sunday EOD 5 pm EST**
- Discussion Board Questions/Activities are due on **Friday (by midnight)**
- Discussion board Collaborate threads will be due by select **Fridays (by midnight)**
- Exam 1
- Brand You Website Check-in (**this might change. To be confirmed by 2<sup>nd</sup> class**)
- Exam 2
- Final Exam

**Tests:** We will have three tests during the term. Tests will cover lectures, readings, videos, exercises, class discussion and will include material from all topics covered up until the exam. The only time you can take the exam is during the scheduled week of the test. **A computer problem/failure is not an acceptable excuse for missing an exam.** If you are having computer problems – you need to borrow a computer, go to the university computer lab or take the exam at a public library (most have computers you can use). You need to contact me ASAP – if you are having problems during the exam/taking it.

If an unforeseen emergency occurs you can take the make-up exam for the mid-term if **1) Your excuse is an approved absence (See list below) AND 2) You contact me within 48 hours following the scheduled exam time – or before. If you do not complete point 1 and 2 you will receive a zero for the exam. THERE IS NO MAKE-UP FOR THE FINAL! (some exceptions – VERY few)**

The following is a list of approved absences (with documentation that includes the dates missed in class):

1. Student's illness
2. A serious illness in the student's *immediate* family
3. Death in the student's *immediate* family
4. University-related trips (with prior notification)
5. Religious holidays (with prior notification)
6. Court subpoena (with prior notification)

Work related excuses, weddings, other family events, etc. are not approved absences.

## **BRAND YOU**

One of my course goals is for you to be successful creating your online brand. You need to make sure that you are creating a consistent brand (e.g. try to use the same username/titles on all social media accounts, use the same professional headshot across all media, highlight what makes you different/special). In addition, you need to be professional and monitor your (and others) activities across multiple platforms. Before you start your personal branding website and LinkedIn presence please google yourself and see what you find – your future employer will!

**Brand You Website/Reflection:** You will be required to create a website in this course using the Weebly.com platform. You will need to start working on your website on Jan 27 and post your address under the “Brand You” link on classes. Please note that I simply want you to START your website on Jan 27 - you will/should be working on it throughout the entire semester. However, I will be scheduling a time to check-in (looking for progress on your website) on October 9<sup>th</sup>. Check-ins will be held in short meeting on March 6<sup>th</sup>. If very little progress has been made/nothing done your class participation grade will be impacted.

The *Marketing Strategy Exercise* was created to have you really think through the design and marketing of your website. In addition, I expect your website design/construction to integrate the course concepts/techniques you have learned throughout the term. Another reason for having the class create a website is to provide an opportunity to learn about each other and become a community through commenting/helping each other's website. You do not need to turn in the Marketing Strategy Exercise. However, your answers to the exercise will be used in designing your website and in the reflection paper.

In addition to creating a Brand You website you will also need to write a short 3-5-page *reflection paper* to explain your design choices and relate your website to class material (See Brand You Website Instructions for details on the paper). The paper is due on April 24. There will be a half letter grade penalty for each day that your paper is late/won't accept it if it is 7 days late – including weekends. See “Course Instructions” to download the detailed instructions.

**LinkedIn:** One of the most important things that you can do that will increase your odds of becoming gainfully employed after you graduate is starting a LinkedIn account. LinkedIn has become a very common (and successful) way for companies to find and hire employees. Although I am not requiring it (or grading it) – I strongly encourage you to complete a profile. I would like you to complete a profile – add a photograph, job experience, a good short overview of what makes you unique. I also want you to find skills that you possess (you should be able to add some after you complete this class), seek out recommendations (please note that I won't be writing recommendations for students during the duration of this course), and join relevant groups.

### **Class Participation:**

Class participation will be graded in three parts – class discussions, class assignments and class readings.

When you attend class I do expect you to discuss/ask questions. You must participate AND demonstrate that you have read/understood the material. You will not earn a “good” grade for class participation if you remain silent the entire class and if you do not demonstrate your knowledge.

Class lecture notes of my presentations will not be provided. A large percentage of my presentation will contain images, charts etc. all of which are subject to copyright. Under “Academic Fair Use” I am permitted to show these to you in a lecture, but I am not permitted to distribute them to you in hardcopy or electronic form. I am unable to obtain permission to share/reproduce them in a timely manner. Therefore, it is your responsibility to take your own notes from these lectures.

Please note that I do reserve the right to increase participation beyond the points allocated in the case of “very” borderline grades.

*Discussion Board/Threads.* Each week I will post 3 discussion questions on blackboard. You need to have an ongoing conversation with your other classmates (the ones assigned in your groups) on the discussion questions. Each week of discussion is worth 10 points. You are required to log into the discussion board and answer the question/s, share your thoughts, post an additional question for others to answer. The idea of this exercise is to engage each other in a discussion on a current topic. In addition to answering the question/s you should also respond to another student post, ask students questions etc. You will be graded on the both the level and quality of your participation each week. **You should plan to log in at least 2 times per week – on separate days. You should contribute responses to as many questions as possible. The greater your contribution, the greater your grade.** Please see the discussion board and activity post rubrics under “Course Instructions” to see how your posts will be graded.

*The questions will be posted on Wednesday and closed by Sunday night 5 pm EST*

### **Grading:**

The following provides an overview of the grading guidelines. I do not “round up.”

93.00+	A	77.00-79.99	C+
90.00-92.99	A-	73.00-76.99	C
87.00-89.99	B+	70.00-72.99	C-
83.00-86.99	B	60.00-69.99	D
80.00-82.99	B-	59.99 and less	F

The following provides an overview of the grading guidelines.

- A      The student clearly stands out as an excellent participant. He/she has unusually sharp insight into the material and solid integration of information beyond the scope of the material presented. He/She imitates thoughtful questions and adds penetrating comments and ideas to the class. He/She could be tested on the material in a day other than the test day and would be able to perform on that exam. An ‘A’ student does everything well, on-time and goes beyond what is expected of the class
  
- B      This student clearly grasps the matter at a level considered to be very good. The student both speaks and writes very well and accomplishes more than the minimum requirements. This student’s work in and out of class is beyond the level of the majority of students. It

should be considered respectable to earn a “B” as the student is above approximately 84% of the class.

- C This student demonstrates a satisfactory comprehension of the subject matter. There is a generally acceptable level in oral and written communications as well as an understanding of the basic concepts of the course. Although there may be a variance in these areas as to the students proficiency in each activity and assignment. “C” work is represented as the norm.
- D This student is producing a quality and quantity of work below the standard. The student does not demonstrate acceptable effort or adequate comprehension of the material.

If you are not satisfied with the grades you are receiving throughout the term please see me ASAP. I rarely change graded assignments—but together we will hopefully create effective strategies to improve your grades. Don’t wait until the end of the term to talk to me about any problems (personal, etc.).

Final grades are **nonnegotiable** (unless of course, a mathematical error has occurred). I will not release grades early. I may adjust the percentage/grade allocation depending on the overall class performance.

**Academic Integrity Policy. You are required to read NYU Stern’s academic integrity policy. LACK OF UNDERSTANDING OF WHAT CONSTITUTES PLAGIARISM WILL NOT BE ACCEPTED AS AN EXCUSE FOR IT.** If I have determined that one or more of the above academic violations (through my own observations and/or with the assistance of Safe Assign) have occurred you will either receive a 0% for a test/assignment, a reduced grade in the class, an “F” in the course, a letter in your permanent file, and/or a recommendation for academic probation. The seriousness of the violation will dictate what course of action I will choose.

Recent events in the business world attest to the importance of “doing the right thing.” Unethical behavior is typically not a one-time occurrence—it is a pattern. Furthermore, it is a reflection of your character. Plagiarism and cheating will come to haunt you (whether you get caught or not). Be proud of grade, your future diploma....BE HONEST!!!

**INFORMATION. You are responsible for making sure that your grades/attendance records are accurate.** If you do not notify me of discrepancies within two weeks of posting your grades/absences they will remain on classes and will be included in the calculation of your final grade.

**Contacting me.** You can reach me in a number of ways over the course of this semester.

- Email is probably the best way to contact me. When you email me, you need to put the following in the subject line: Digital and Social Media Marketing (Your Name). In most cases I will get back to you within 48 hours (except on weekends). I will not answer emails after 10:00 PM at night.

### **Instructions for Turning in Written Work**

You must turn in your written work via classes. For each day, your paper is late you will be deducted **5%** (half a full letter grade). I will not accept any report if it is more than 7 days late (starting on the day it is due) – your grade will become a zero.

1. You can only submit typed work
2. Use 12, times new roman font, 1.5 spacing.
4. Use complete sentences and paragraphs
5. You need to use correct spelling (that’s what spell check is for) and grammar!
6. Use correct citation

7. Use one inch margins on all sides
8. You must respect and follow the suggested page lengths.
9. The first page and the name that you save the file as – MUST include your full name.

## Tentative Class Schedule

<i>Date</i>	<i>Week</i>	<i>Topic/Activity</i>	<i>Readings</i>	<i>Due Dates</i>
1/23	1	The new digital Landscape	Post class: Chapter 1 and 2 (Priluck)	
1/30	2	Digital Business models	Pre-class: Required reading links (in classes) Chapter 3	<b>Start Personal Branding Page</b>
2/6	3	SEO/SEM/Blogs	Pre-class: Chapter 7 + Required reading links (in classes)	
2/13	4	Social as a channel – paid and organic	Chapter 4 and 5	
2/20	5	Micro-moments session 1	Required reading links + materials in class	
2/27	6	Micro-moments session 2	Required reading links + materials in class	
3/6	7	Micro-moments final session	Required reading links + materials in class	
3/13	8	Spring Break	Spring Break	<b>Spring Break</b>
3/20	9	Social Channels landscape	Required reading links	Individual assignment
3/27	10	Facebook Blueprint	Required reading links	<b>Hands-on group assignment 1</b>
4/3	11	Analytics – GA/Web	Chapter 12 + Required reading links	
4/10	12	Pricing and Promotion – in the digital context	Chapter 6	
4/17	13	Planning communications and executing strategy	Chapter 8 and 9	Discussion Questions <b>Website/Brand Paper DUE</b>
4/24	14	Integrating Media and Mobile touchpoints	Chapter 11 and 12 + Recommended reading Materials	
5/1	14	Group Assignments		
5/8 – 5/15		<b>FINAL EXAM</b>		

- *The professor reserves the right to make modifications to this schedule as necessary with notice to students.*

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