I. Course Objective

At the completion of the course students will understand cutting edge trends in social media and have a toolset to evaluate disruptive mobile technology and apply these tools into an actionable Social Media and Mobile Technology section of a Marketing Plan in a Fortune 500 or Startup setting.

II. Course Description

While social and mobile are often discussed together they are in fact two distinct tech platforms. It might be argued that mobile is simply the description of a device that is a “cut the cord” delivery system for social networks. Yet it might also be argued that mobile has already begun to scale far beyond social networking.

To hone your marketing skill set you will need a much deeper understanding of “social” and “mobile” marketing, in the B2C space.

The course begins by laying the foundation for social behavior and all of its’ implications of massive social networks that have the ability to target our own individual behavior. The convergence of social networking into a mobile platform and its’ implications will be explored.

The course then moves into a fuller exploration of mobile technology. Future marketers will need to understand how mobile technology might impact the entire marketing spectrum including commerce, consumer promotion, public relations, market research and package design.
Exploration will include the effect of mobile technology, including: Artificial Intelligence, Virtual & Augmented Reality, and Blockchain. A review of the effect of media technology, including: Video on Demand, Programmatic Broadcast, and APIs as it relates to the impact on the marketing funnel will also be discussed.

Learn the various aspects of mobile and social that a CMO can use. Professors will bring the most relevant and recent academic and professional research on the subjects. This is an industry that is evolving at a very fast pace and through pulling from real-time industry updates, you’ll be on the cutting edge of mobile technology and social media. You’ll be poised to join any marketing organization and have a base level expertise in the specialty of mobile technology and social media & marketing.

At the conclusion of the course students will be able to develop robust Social Media and Mobile Technology sections for a Marketing Plan.

III. **Team Project**

Students will apply the social media and mobile technology course content to develop an appropriate response to a Marketing Brief where social media and mobile technology might play a strategic or tactical role.

Students will be divided into teams. Time in class will be dedicated to the team project.

Megan Stooke, Chief Marketing Officer (previously General Director of Global Marketing for General Motors) of General Motors’ new ride sharing startup Maven will provide a Marketing Brief seeking a response to; How can Maven use social media and mobile technology to make the General Motors’ brands more relevant among millennials in urban markets and move metal?

2 – 3 Senior Brand Managers from Maven will be made available during the semester to answer any team questions.

Teams will present Megan their response to Maven’s Marketing Brief during Session 6 (May 3rd) at Facebook’s NYC office.

IV. **Text Book**


V. **Evaluation & Grading**

A. Team = 70%

   NOTE: Team grades must be appealed to the professor by the entire team with a written explanation explaining the justification for the appeal no later than 7 days after the team has received their grade.

B. Individual = 30%
   - Classroom discussion = 20%
   - Attendance = 10%
Note: Individual grades must be appealed to the professor with a written explanation explaining the justification for the appeal no later than 7 days after the Stern School of Business has published the final grade.

VI. Course Policies

Individual Classroom Preparation
Read all required class materials to be able to participate in classroom discussions. BEFORE class develop several possible strategic or tactical options to address the issues in the case studies.

The following Stern policies are in force in this course;

Laptops, Cell Phones, Smartphones, Recorders & Other Electronic Devices may not be used in class.

Attendance
Required and 10% of grade.

Faculty will excuse absences and entertain requests to change exam and assignment due dates only in cases of documented serious illness, family emergency, religious observance, or civic obligation. If you will miss class for religious observance or civic obligation, you must inform your Professor no later than the first week of class. Recruiting activities, business trips, and vacation travel, and club activities are not acceptable reasons for absences or requests to schedule exams and assignments.

Arriving Late, Leaving Early, Coming & Going
Attendance will be taken at the beginning of every class and is part of the grade calculation.

Name cards need to be used during every class. To help the Professor learn your name please try and keep the same seat. This helps the Professor with 3 points of consistent reference; your nameplate, your face and your seat.

We will start promptly at 6 PM. Students are expected to arrive to class on time and stay to the end of the class period.

Arriving late or leaving class early may impact the course grade.

Students may enter class late only if given permission by the Professor and can do so without disrupting the class. (Note that Professors are not obliged to admit late students or readmit students who leave class or may choose to admit them only at specific times.)

Late Submission of Assignments
Late assignments will either not be accepted or will incur a grade penalty unless due to documented serious illness or family emergency. Professors will make exceptions to this policy for reasons of religious observance or civic obligation only when the assignment cannot reasonably be completed prior to the due date and the student makes arrangement for late submission with the Professor in advance.

Note that the following policies are in force for all Stern courses:

General Behavior
Students will conduct themselves with respect and professionalism toward faculty, students, and others present in class and will follow the rules laid down by the Professor for classroom behavior. Students who fail to do so may be asked to leave the classroom. (NYU Stern Code of Conduct, Stern policy)
Collaboration on Graded Assignments
Students may not work together on graded assignment unless the Professor gives express permission. (NYU Stern Code of Conduct)

Grading
MBA students who do not submit Course Faculty Evaluations by the deadline will not have access to their final grades until the grade release date, which is determined by program. Faculty are requested not to release final grades to students who fail to submit evaluations and students should not ask. (Stern policy)

NYU Stern Code of Conduct
Please review http://web-docs.stern.nyu.edu/old_web/emplibrary/NYU%20Stern%20Code%2

Qualified Disabilities
If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD) and provie a letter from them verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.

VII. Class Schedule

The below is a guideline only – depending on class discussion some session content may be covered in a subsequent session.

<table>
<thead>
<tr>
<th>Class/Date</th>
<th>Subject of Presentation for Each Class</th>
<th>Discussion Topics/Case Studies during Class</th>
<th>Reading Assignment before session</th>
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</thead>
<tbody>
<tr>
<td>Session #1</td>
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<tr>
<td>April 5</td>
<td>The Marketing Fundamentals&lt;br&gt;- Marketing Brief for GM’s Maven&lt;br&gt;- Team formation&lt;br&gt;- Team Project Guidelines&lt;br&gt;- Digital &amp; Mobile Media Overview</td>
<td></td>
<td>List of team members due Professor Prescott at end of Session 2</td>
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<tr>
<td>Session #2</td>
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<tr>
<td>Date</td>
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<td>Topic</td>
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<tr>
<td>April 19</td>
<td>Session #4</td>
<td>Using social media and mobile technology for advertising.</td>
<td>The Hunger Games: Catching Fire: Using Digital and Social Media for Brand Storytelling – Harvard Business School Case #KEL964-PDF-ENG September 2016</td>
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<tr>
<td>April 26</td>
<td>Session #5</td>
<td>Thinking of the broader brand strategy when integrating social media and mobile technology</td>
<td>Bringing Digital to Wimbledon - Harvard Business School Case #517-093, February 2017. (Revised September 2017.)</td>
</tr>
<tr>
<td>May 3</td>
<td>Session #6</td>
<td>Project presentations. (due to security access, be in main lobby no later than 6:45 PM) Facebook 225 Park Avenue South (between E 18th &amp; E 19th St.)</td>
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