



Sem: SUM 2021, **Class Day/Time:** Mondays 6:15 – 8:45pm
MBA Session I

Room: Online via ZOOM

Instructor: Jon Quinn

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Office Hours: Mondays 2 – 4pm & by Appointment

Location: Fisher 340

Course Description: From social networks to prosumer content and mobile applications, marketing in the digital age is markedly different than in the past. Students in this course will get hands on experience with many of today’s cutting edge social and digital marketing tools, learn to critique and create digital marketing strategies, and participate in exploratory assignments to test out the theories that make these tools work. Since this is an MAB-level course it is designed to bring a strategic approach to digital and social media marketing the with an emphasis on matching technology to specific marketing goals. Students in the course must be willing to create accounts on various social media tools.

Course Objectives:

- Understand the basics of conversational marketing
- Learn to use and experiment with current fundamental conversation channels
- Understand how to critique, track, measure, and create digital marketing campaigns
- Gain hands-on experience with a common tools used in a digital marketing

Course Format: There are 13 class sessions in this course. Class sessions will include a combination of lectures, discussion of assigned articles and current digital marketing trends/events, team in-class exercise and digital marketing certifications. Please refer to Course Schedule at the end of this document for details about topics and required readings and activities for each session.

Course Materials: Textbook: Social Media Marketing 4th Ed. by Tracy L. Tuten and Michael R. Solomon. This textbook is available via CarmenBooks. Additional Readings: Will be made available in Carmen.

Pre-Requirements: BUSML 4201 (750) and 4202 (758). Not open to students with credit for BUSML 752.

Evaluation Criteria:

Graded Components	% of Total	Type
MimicPro Simulation	30%	O 🗨️:
Ready Checks (3)	17.5%	N ↑
Team In-Class Exercises	42%	C 🗨️
Certifications (complete/not-complete)	0%	N ↑
Documentary Analysis	8%	N ↑
Current Events in Digital Marketing	2.5%	C 🗨️

Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.

Independent Work [N ↑]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

Collaboration Required [C 🗨️]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

Collaboration Optional [O 🗨️]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one’s original and individual creation.

Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

University Policies, Services and Resources
go.osu.edu/UPolicies



Fisher Undergraduate Handbook and QuickLinks
www.bsbalinks.com



Fisher Navigator Resource Portal
www.nav-1.com



University Healthy and Safety Guidelines can be found at safeandhealthy.osu.edu/ For disability services, go to slds.osu.edu or contact slds@osu.edu.

Course Format and How this Course Works:

Mode of Delivery: This course is 100% in-person. The course will typically consist of one weekly in-person session of 80 minutes.

Credit hours and work expectations: This is a 1.5-credit-hour course. According to [Ohio State policy](#), students should expect 1.5 hours per week of time spent on direct instruction (e.g., instructor content, Carmen activities, simulations, quizzes, etc.) in addition to 3 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Attendance and participation requirements: The following is a summary of everyone's expected participation:

- **Participation attendance:** You are expected to attend each scheduled class session and participate in class discussions. A record will be kept of the level of participation for each student.
- **Dis-enrolled:** Any student who fails to attend an in-person class or complete an assignment, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

Graded Component Details

- **Certifications:** 1 Google or 2 Hubspot certifications are required to receive an A- or A. No points are awarded, but the certificates are necessary to qualify for an A- or A. Without fulfilling this requirement, the highest grade for which you can qualify is a B+
- **In-Class Exercises (ICEs):** There are 10 ICEs, each worth up to 25 points. Most ICEs will be completed during the class session. Students cannot expect to get the full 25 points for any ICE submission. For example, a few ICEs are competitive so only the team with the most correct answers or the highest score for that ICE will receive the full 25 points.
- **Current Event:** Each student team will be assigned a class session to present a current related to Digital Marketing (2- 3 PPT slides, 15 points)
- **Simulation:** In lieu of a textbook, students will complete simulation rounds through a third-party simulation platform called Stukent. Students can discuss work in teams, but must submit their own decisions (search terms, landing page tags, etc.). The Stukent simulation determines grades based on sales and KPIs. Over the course of the semester, you will need to complete 9 rounds, and each is worth 20 points. Points awarded will be based on relative performance compared to the class members.
- **Ready Checks:** There are 3 short Carmen-based quizzes that are based on the readings. Each ready check is worth 36 points for a total of up to 108 points. Each quiz can only be attempted once.
- **Documentary:** Pick one of 4 documentaries and write a 750-word summary & POV. The total amount of points for this assignment is 50. Responses are due by the end of the semester.

Course Policies: Expectations for Students

Late Work: Late work will not be accepted. Digital marketing is a fast-moving field that depends on timely action. Late work in the field may result in a missed opportunity or worse.

Plagiarism and Academic Dishonesty:

Plagiarism and other forms of academic dishonesty are unacceptable in this course. Your ideas are innovative and intelligent. Please have enough confidence in your own ideas rather than passing the work of others off as yours. All "ICE" assignments are to be submitted through CarmenCanvas and may be scanned through Turnitin to detect any unoriginal content.

Attendance:

Please be present and prepared to contribute.

Additional Policies

Testing Policy:

- There are no make-ups for "Ready Checks". Missed quizzes will be recorded as a "0".

Course Technology:

1. Baseline technical skills for online courses.
 - Basic computer and web-browsing skills
 - Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).
2. Required Technology Skills (for online format)
 - [CarmenZoom virtual meetings](#)
 - [Recording a slide presentation with audio narration](#)
 - [Recording, editing, and uploading video](#)
3. Required Equipment
 - **Use of electronic devices in class:** We will rely heavily on technology both in and outside of class. If you have a tablet or laptop, please plan on bringing it to class on a regular basis.
 - Additional required equipment if this course is moved to an online format:
 - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection.
 - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
 - Webcam: built-in or external webcam, fully installed and tested
 - Microphone: built-in laptop or tablet mic or external microphone
4. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
5. Carmen Access. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
 - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
 - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP), visit ocio.osu.edu/help or email servicedesk@osu.edu and IT support staff will work out a solution with you.

6. Required textbook:
 - [Social Media Marketing 4th Ed.](#) by Tracy L. Tuten and Michael R. Solomon
 - This textbook is available via CarmenBooks

COURSE CALENDAR (exact timing of sessions may vary depending upon academic calendar)

	Session 1	Session 2	Readings this Week	Deliverables this Week
Week 1	Course Overview	Brands: Valuable participants or party crashers? Shirky's Deal & Fournier's Three SM Approaches Slides to come Shirky-Fournier ICE	Tuten Ch 1 & Fournier	Ready Check #1

Week 2	Intro to Foundation Concepts: Social Media Structures & Satisfaction	Social Media Tactics & Priluck's 7 C's Herschel Case ICE	Edelman 1& Edelman 2 Tuten Ch 2	Ready Check #2 Documentary Summary & POV Option #1: The Facebook Dilemma
Week 3: Nov 2 & 4	Digital Segmentation & CDJ ICE: CDJ	Social Networks and Capital Slides to come Debate & Decide ICE	Tuten Ch 3 & Sashi Tuten Ch 4 & 5	Ready Check #3 Ready Check #4
Week 4	Sashi's Engagement Matrix ICE: Grand Ole Opry	NO CLASS	Tuten Ch 6 & 7 Noble	Ready Check #5 Documentary Summary & POV Option #2: Amazon Empire
Week 5	Intro to Metrics (Metrics, KPIs & Pathway Models) Squatty Potty_ICE	Web Analytics Slides to come Web Analytics ICE	Ewing Shifman Schifman & Schultz	Ready Check #6 Documentary Summary & POV Option #3: The Social Dilemma
Week 6	Managing Negative WOM in Communities ICE: WOM	NO CLASS	Tuten Ch 10 Rapport	Ready Check #7
Week 7	Mechanics of Mobile Marketing Slides to come Mobile ICE	Intro to SEO/SEM Slides to come	Tuten Ch 11 Stokes Ch 18	Ready Check #8 Ready Check #9
Week 8	Connected Strategies & CX Slides to come	NO CLASS: Work on your Certificates!	Tuten Ch 8	Ready Check #10 Verification of Certificates

	ICE: Connected Strategies & CX			
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