

Prof. Dr. René Algesheimer, Niklas Fruth, Radu Tanase

# **SOCIAL MEDIA MARKETING**

SYLLABUS  
EACH FALL SEMESTER, SEMINAR

LAST EDIT: 13.06.2018

## PREAMBLE

Welcome to our seminar “Social Media Marketing”!

This seminar is designed to meet the needs of marketing undergraduates. It is intended for future managers in all areas of modern marketing interested in planning, preparing, developing and evaluating integrated marketing campaigns across different media outlets.

This digital complexity in our daily life requires a new way of thinking from a marketing manager. These thoughts, concepts and techniques will be necessary for the rest of your professional life and we are sure that quite a lot of your career will depend on your ability to **understand and apply digital**. If you feel moved by this idea, then this seminar is the way to go. However, as this seminar tries to be close to recent developments, you will not have a textbook to follow. We will instead concentrate on recent research articles and developments. If the University is not a playground for experimenting, then where else? Our promise is that after participating in this course, you will have a completely new outlook on modern marketing.

This course provides an introduction to modern marketing thinking, the integration of traditional and new media, techniques and applications to real world problems. Specific topics covered in a self-learning workshop format include internet marketing, internet business models, social media marketing, community marketing, mobile marketing including techniques such as social network analysis, community detection, social media monitoring of key performance indicators (KPIs), Google Analytics, Google AdWords, Google Trends & Insights, search engine optimization (SEO), affiliate marketing or information mining.

This class covers modern marketing topics and therefore works through and by social media tools. Twitter, Facebook, Instagram and Pinterest are exemplary platforms for this class we plan to use!

In this course, you'll find the skills necessary to think like marketers in order to connect with customers digitally.

Let's go digital.

This course will take place each fall semester. The specific class content is re-designed every year and announced on our online platforms. From time to time, updates will be communicated on the marketing webpage [www.market-research.uzh.ch](http://www.market-research.uzh.ch).

We are very happy to welcome you to our course. Enjoy this introduction.

All the best,

René Algesheimer, Niklas Fruth, Radu Tanase

## QUICK OVERVIEW:

### Instructor:

Prof. Dr. René Algesheimer (University of Zurich),

Niklas Fruth (Srsly.ch)

TA: Radu Tanase (University of Zurich)

Office: Andreasstrasse 15 CH-8050 Zürich, Switzerland Phone: +41 44 634 2918

Office hours are by appointment.

Web: [www.market-research.uzh.ch](http://www.market-research.uzh.ch)

### Type:

Seminar

### Target Audience:

Master students, assigned to “Wahlpflichtbereich BWL 4”.

### Abstract:

In this seminar we will discuss recent developments in modern marketing with a focus on internet and social media marketing.

### Frequency:

Fall semester.

### AP (ECTS):

3

### Work load statement:

Part	Workload	Total Time
Course attendance	Introductory lecture, 3 tutorials & 2 final sessions	12h
Written documentation	4 weeks é 5h	30h
Course work		40h
Oral presentation		8h
<b>Total</b>		<b>90h</b>

### Maximum Amount of Students:

24

### Language

English

## Required Reading:

A reader with required articles is handed-out in class.

## Prerequisite:

A very strong interest in digital marketing topics. No a priori course attendance required, but Marketing Analytics I is helpful.

## Application:

To apply for the seminar, please, send us an **E-mail** till 30.08.2018 including:

- a) a short motivation letter
- b) your cv
- c) your grades
- d) and answer the following questions shortly:

1. How many hours do you spend on the Internet per week: \_\_\_\_\_
2. Please evaluate your skills on the following topics on a scale from 1 (not existing),..., 6 (outstanding):
  - Programming: \_\_\_\_\_ Additional information: \_\_\_\_\_
  - Social media skills: \_\_\_\_\_ Additional information: \_\_\_\_\_
  - Design skills: \_\_\_\_\_ Additional information: \_\_\_\_\_
  - Photoshop skills: \_\_\_\_\_ Additional information: \_\_\_\_\_
  - Video skills: \_\_\_\_\_ Additional information: \_\_\_\_\_

If you receive our positive confirmation by **01.09.2018** you are asked and allowed to officially book this seminar using the **Modulbuchungstool**. Booking the seminar without a positive confirmation from our Chair is not implying the right to attend the course. In this case the course will be graded as failed.

## Grading:

Participation, discussion, oral presentation, and written documentation.

## Dates:

See <https://www.vorlesungen.unizh.ch>

Kick-off:	Tuesday, September 18, 2018, 12.00-14.00h
Group sessions:	Tuesday, October 2, 2018, 12.00-14.00h
1st feedback sessions:	Tuesday, October 23, 2018, 12.00-14.00h
2nd feedback sessions:	Tuesday, November 27, 2018, 12.00-14.00h
1st final group presentations:	Tuesday, December 11, 2018, 12.00-14.00h
2nd final group presentations:	Tuesday, December 18, 2018, 12.00-14.00h
Social closing event	tba

**Location:**

See <https://www.vorlesungen.unizh.ch>

Andreasstrasse 15, AND, room to be communicated

**Further information:**

[www.market-research.uzh.ch](http://www.market-research.uzh.ch).

**Registration:**

Don't forget to officially register yourself using the registration tools at the University of Zurich AFTER you have received our informal acceptance notification..

**Note:**

This information in the syllabus supports the official information in the electronic university calendar (VVZ - Vorlesungsverzeichnis). In cases of doubt, the official information at the VVZ is valid.

# 1. INTRODUCTION AND OBJECTIVE

“The Internet is becoming the town square for the global village of tomorrow”

**Bill Gates**

“The Internet is the first thing that humanity has build that humanity doesn’t understand, the largest experiment in anarchy that we have ever had”

**Eric Schmidt**

## Course Purpose

This seminar is designed to meet the needs of marketing undergraduates. It is intended for future managers in all areas of modern marketing interested in planning, preparing, developing and evaluating integrated marketing campaigns across different media outlets.

Students will first learn to understand modern marketing thinking, techniques and second will apply this knowledge in their own presentation. All presentations will be discussed in the classroom in order to enhance the effectiveness of each given marketing technique and presentation.

In this seminar, we’ll form six groups. Each group has the chance of collaborating with a creative, Zurich-based agency and one of their real clients. The task is to co-design a concrete social media-campaign, bring it to life, measure its impact and communicate the results in the seminar.

## Learning Objectives

The course readings, discussions, lectures, and projects are designed to:

- Provide students with fundamental concepts related to modern marketing;
- Help students integrate these concepts and applications into their own planning, preparing, and delivering of integrated marketing campaigns across different media outlets;
- Enhance basic competency in the areas of critical thinking, communication and interpersonal skills.
- Improve participants’ self-confidence in presentations.

## **Course Material**

Students have access to a web-based e-learning platform (OLAT) to download the material presented in class. Students also benefit from complementary information available online and in the library.

The main materials used in this course are:

- The slides presented and discussed in class.
- A series of articles to study.
- Students will also develop material that is to be shared by all other participants in the course.
- Thus, they need to send their material to the lecturer so that all material can be published online on the eLearning space.

## **Application Procedure**

Please enroll to the course using the usual UZH planning tools AFTER you have received our informal acceptance notification.

Booking the seminar without a positive confirmation from our chair is not implying the right to attend the course. In this case the course will be graded as failed.

You'll find information concerning the application procedure on page 3 of this document.

## 2. COURSE PROJECTS

### Social Media Marketing

This course provides an introduction to modern marketing thinking, the integration of traditional and new media, techniques and applications to real world problems. Specific topics include internet marketing, internet business models, social media marketing, community marketing, mobile marketing including techniques such as social network analysis, community detection, social media monitoring of key performance indicators (KPIs), Google Analytics, Google AdWords, Google Trends & Insights, search engine optimization (SEO), affiliate marketing or information mining.

Each semester, we are re-designing the content of our class. In the following you'll find this year's structure:

### 6<sup>3</sup>

- 6 creative consultants from Zurich based social media agencies will join us along with
- 6 of their clients. We'll form
- 6 groups of four students each in this seminar.

Each consultant-client pair is matched to one student group.

The student's objective couldn't been easier than that:

Create a marketing campaign for the client guided by your social media agency.

### Schedule:

#### 1st meeting Tuesday, 18.09.18, 12.00-14.00h:

Welcome, introduction to the seminar, group forming, group matching with agencies and customers, groups receive the briefing of the client with their objectives for a marketing campaign.

Furthermore, an expert is offering an introductory lecture on how to create, structure, write-down a marketing campaign and win a pitch.

Objectives of the week: Within your group, create first ideas for marketing campaigns, write down ideas, questions, first answers up until the next meeting.

Within your slide presentation it is essential that you take-in a hands-on approach explaining techniques in a didactical way, making screenshots,... so that everyone else later on can replicate your steps.

## **2nd meeting Tuesday, 02.10.18, 12.00-14.00h**

Clients will join us, groups are able to discuss their initial ideas with the clients and their consultants, receive feedback and identify areas that need further improvements.

Objectives of the week: Write-down your full marketing campaign concept and submit it up until 01.10.2018 to radu.tanase@business.uzh.ch.

## **3rd meeting Tuesday, 23.10.18, 12.00-14.00h**

Marketing campaign has to be presented to the client, who decides to accept or reject the concept or demand modifications.

Objectives if the week: One week left to modify concept. In November all student groups will then be able to make a take-over of some of the client's official social media accounts and have to apply their campaign. During the campaign, students have always to verify

- What they have done?
- How successful this was?
- How they reacted and what they potentially changed?
- How successful the change was?
- Overall success of the campaign measured by traditional KPIs?

## **4th meeting Tuesday, 27.11.18, 12.00-14.00h**

Option for midterm feedback.

Tuesday, 10.12.18, 12am Submission of all final presentation slides for all groups

## **5th meeting, Tuesday, 11.12.18, 12.00-14.00h**

Presentation of the first three student's campaigns to the clients following this structure:

- Wrap-up client briefing, expectations
- Wrap-up of initial group ideas
- Introduction of final marketing campaign
- Describe the campaign answering the questions listed as objective to the third meeting.
- Client's reaction to the campaign.

## **6th meeting, Tuesday, 18.12.18, 12.00-14.00h**

Presentation of the second three student's campaigns to the clients following the same structure than above.

## **Social Closing Event, tba**

We plan to organize an evening apero with all students, all agencies and clients in a chilly atmosphere to close the seminar. More details are to be announced.

**Objective:**

1. A very detailed PPT has to be delivered following the structure listed above.
2. More details are given in class.

The whole seminar is designed as a workshop and learning will be on the job, not through lectures.

Overall, we believe that this seminar will be a great learning on the job that offers students fantastic insights into the work of creative agencies.

We hope to see you in class.

### **3. COURSE EVALUATION**

**What we will grade:**

Grades are based on the following criteria:

- your group campaign (60%)
- your group presentation (30%)
- your average peer evaluation score (10%)

**How we will grade:**

We'll grade:

- The creativity, quality, logic and comprehensibility of your campaign concerning a social media impact;
- The documentation and presentation quality of your project.
- The creativity, quality, logic and comprehensibility of your group project concerning a social media impact as well as your capacity to learn from your analytics and finetune the campaigns;
- The documentation and delivery of the group projects.
- The quality of the documentation and added materials.

## 4. ACADEMIC FRAUD

The Honor Code of the University of Zurich applies to all work in this course, and will be strictly enforced. The intent of the Honor Code in this course is to ensure that each student claims and receives credits for his/her own efforts. Violations to this are called academic fraud.

### Definition

We follow and enforce the guidelines concerning plagiarism of the University of Zurich. Hereby, we want to ensure that students claim credits explicitly for on efforts.

Academic fraud is an act by a student, which may result in a false academic evaluation of that student or of another student. Without limiting the generality of this definition, academic fraud occurs, when a student commits any of the following offenses:

1. Commits plagiarism or cheating of any kind.
2. Submits a work of which the student is not the author, in whole or in part (except for duly cited quotations or references). Such work may include an academic paper, an essay, a test, an exam, a research report, and a thesis, whether written, oral, or in another form.
3. Presents research data, which has been falsified or concocted in any way.
4. Attributes a purported statement of fact or reference to a source which has been concocted.
5. Submits the same piece of work or a significant part thereof for more than one course, or a thesis or other work which has already been submitted elsewhere, without written authorization of the professors concerned and/or of the academic unit concerned.
6. Falsifies an academic evaluation, misrepresents an academic evaluation, uses a forged or falsified academic record or supporting document, or facilitates the use of a falsified academic record or supporting document.
7. Undertakes any other action for the purpose of falsifying an academic evaluation.

# APPENDIX

## Peer Evaluation Score

This is your peer evaluation form. The objective of using this is that we do not want to have free riders. Each group member has to submit this evaluation form. The information in this evaluation sheet will be kept in the strictest confidence. In the following, you must assign up to 6 points per group member based upon the following points:

- Willingness to carry out assigned objectives within the group
- Ability to meet deadlines
- Cooperation with other group members
- Quality of individual's work
- Individual's overall contribution

Please rate in the following each individual of your group excluding yourself. I will calculate an average value of how your group members judge you. Please write the name of each individual group member and proceed with the points you have given. If you want, you can add comments below.

Your Name: \_\_\_\_\_ #### \_\_\_\_\_

Your Student's ID: \_\_\_\_\_ #### \_\_\_\_\_

Group: \_\_\_\_\_ Twitter: \_\_\_\_\_

Name of group members	Points
####	6
####	3

Comments:

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Date & Signature: \_\_\_\_\_ #### \_\_\_\_\_