**Harvard University**

**Extension School**



**MGMT E- 6657 – Social Media and Branding**

**Course Syllabus – Spring 2016 (24469)**

***Course Day, Time and Format***

Day and Time: Thursday, 7:40-9:40 PM

Location: Web conference

***Course Canvas Site and Web Conference***

Canvas Site:

Web conference site posted on the Canvas Site (only open to registered students)

***Instructors:***

Leila Samii, Ph.D. [leilavsamii@gmail.com](file:///C:\Users\lsamii\Desktop\Google%20Drive\Teaching\Harvard,%20CE\HES\MGMT%20E-%206657%20(SPRING16)\leilavsamii@gmail.com)

Office Hours: Wednesday and Thursday 10AM to 12PM EST and by appointment

***Teaching Assistant***

Bridget Franciscovich [Franciscovichbridget@gmail.com](mailto:Franciscovichbridget@gmail.com)

Office Hours:

About the Course

***Course Format***

This course is web-based, utilizing the software program Adobe Connect. Prior to the first class session on January 28th, participants **must attend** one of the three “Class Orientation” sessions to learn more about how the course will be conducted and ensure that computer equipment is functioning properly for the software. The sessions will be held on Sunday, January 10th at 7PM EST, Monday January 11th at 8AM EST and Wednesday January 12th at 12PM EST.

**For information about system requirements and how to log in - please see the detailed instructions at the end of this document.**

*Please note that this is a live online course and students are expected to attend each session on Thursdays from 7:40-9:40pmEDT.* The link for the live course each week will be posted on the course isite in the “Class Link” page (see left navigation links on isite home page).

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***Course Description and Overview***

Social media has disrupted communication channels and created challenges for marketing in the digital age. The change of control of the brand has shifted from the company to the consumer. Brands have become perplexed by this new phenomenon requiring a new found dynamic to their approach. In this course, students will learn how to manage their brand (either personal or business) on social media and how to create a social media strategy. Through lecture, discussions, and case studies, students will learn various theoretical frameworks towards an optimal social media strategy in a specific industry. Topics that are discussed include the importance of influencers and brand advocates, the benefits of listening and aligning objectives with goals. This class is an introduction to social media and is meant for individuals that have little to no knowledge about social media.

***Course Materials***

This course requires students to work continually throughout the semester and entails a fair amount of reading, writing and discussion. We will be using case studies and supplemented materials including video, some reports and articles available for free download from the web. Further, the use of social media applications such as Wordpress, Pinterest, Twitter, YouTube and Google+ will be used throughout the semester. In addition to the required material, there are optional books that you have the choice to purchase. The materials are:

**Required:**

Harvard Business Publishing School Case Pack- (HBPS)

The link will be provided 2 weeks prior to the course starting.

The Art of Social Media: Power Tips for Power Users by Guy Kawasaki and Peg Fitzpatrick ISBN 9781591848073

Supplemented Articles will be distributed

**Recommended:**

Social IMC: Social Strategies with Bottom-Line ROI by Randy Hlavac ISBN-13: 9781495203664

Social Media Metrics for Dummies by Leslie Poston ISBN-13: 978-1118027752

***Grading***

A student’s final grade in this course will be based on the following points:

|  |  |  |
| --- | --- | --- |
| Personal Brand Application (PB) | **300 pts.** | Specific Guidelines for this assignment will be handed out the first week of class. Throughout the semester you will be creating content to become a thought leader in a specific industry. You will be asked to engage with your community through long pieces of published content and social media posts to reflect a personal brand. There are some mandatory posts for the long pieces of published content. A few times throughout the semester you will be asked to analyze your social media personal brand. Remember to post your blog posts on the class Facebook page. |
| Social Media Marketing Strategy (SMMS) | **250 pts.** | Specific Guidelines for this presentation will be handed out. This semester you will be asked to develop a social media strategy for either your personal brand or for an organization. The deliverables for the project include Research of the Industry, a Social Media Strategy and one Social Media Campaign. |
| Hootsuite Certification | **100 pts.** | The grade of your Hootsuite Certification will be determined by your final score. |
| Cases (HBPS) | **220 pts.** | Specific Guidelines for this analysis will be handed out during the first week of the course. Each student will sign up to lead the discussion on two cases listed during the first week of class. Participation of the cases is vital to the learning experience. All students are expected to contribute to the discussion of the cases. |
| Participation | **50 pts.** | Participation is a vital part of learning. Even more so in an online learning environment. Through class discussions and analysis of the cases there will be ample amount of time for thoughtful discussion. Participation will be evaluated each day based on quality and frequency of response. You may miss two class sessions without penalty, but all other absences will result in a negative score for class participation for that session. Please notify the instructors (via email) prior to the start of class if you will not be in attendance. |
| Surveys | **80 pts.** | There will be a number of surveys to be completed throughout the course. A total of three course surveys and a total of ten peer surveys on cases analysis. Each survey should take no more than 5 minutes. |
| **FINAL NUMBER OF POINTS** | **1000 Points** | Total number of points. |

This is a graduate-level course with graduate-level work. Active participation in class discussions and activities and high-quality written work is expected. Effective written and oral communication is key to success in this class and will constitute a significant portion of a student’s grade. Written work should be clear, logical, grammatically correct, spell-checked, and persuasive and backed up by citations for any data, ideas or other content used. It should represent the student’s best effort.

Grades reflect the quality of a student’s work submitted throughout the term according to the Harvard Extension School’s grading standards (<http://www.extension.harvard.edu/exams-grades-policies/grades>).

***Academic Integrity***

Just as ethics and integrity are important in management You are responsible for understanding Harvard Extension School policies on academic integrity ([www.extension.harvard.edu/resources-policies/student-conduct/academic-integrity](http://www.extension.harvard.edu/resources-policies/student-conduct/academic-integrity)) and how to use sources responsibly. Not knowing the rules, misunderstanding the rules, running out of time, submitting "the wrong draft", or being overwhelmed with multiple demands are not acceptable excuses. There are no excuses for failure to uphold academic integrity. To support your learning about academic citation rules, please visit the Harvard Extension School Tips to Avoid Plagiarism ([www.extension.harvard.edu/resources-policies/resources/tips-avoid-plagiarism](http://www.extension.harvard.edu/resources-policies/resources/tips-avoid-plagiarism)), where you'll find links to the Harvard Guide to Using Sources and two, free, online 15-minute tutorials to test your knowledge of academic citation policy. The tutorials are anonymous open-learning tools.

***Disability Services***

The Extension School is committed to providing an accessible academic community. The Disability Services Office offers a variety of accommodations and services to students with documented disabilities. Please visit www.extension.harvard.edu/resources-policies/resources/disability-services-accessibility for more information.

***Out-of-Class Communication***

We will communicate with individuals and the class regularly through email, so make sure to keep your email address up-to-date with the Harvard Extension School and check your email regularly.

***The Fine Print***

*Workload.* The value you receive from this course will be commensurate with the thought, effort and reflection that you put into the endeavor. The course has quite a bit of reading assigned for each session and a number of assignments throughout the semester paper, so students should expect to spend 3-8 hours outside of class for each session to read and reflect upon the assigned materials, complete assignments, and prepare for the next class session.

*On Time*. Students are expected to arrive to class on time and stay for the duration of the class session. If you expect to be late or absent from class – or need to leave early – let the instructors know prior to the start of class.

*Deadlines*. All assignments must be submitted at the specified day and time and ***late submissions will not be accepted***. If you are absent the day an assignment is due, the assignment is still due at the specified day and time. True medical or family emergencies will be dealt with on a case-by-case basis.

*Professional Conduct*. Professional behavior is expected throughout the class. This means respectful communication both inside and outside of class. During discussions, civil discourse should be maintained at all times and comments should be aimed at moving the discussion forward. This does not mean that students must always agree with others since reasoned, respectful dissention may be part of the discovery process and lead to previously unconsidered options. Please stay present and focused on the class presentation and discussion and refrain from texting, emailing or web surfing during class. In addition, please refrain from using the chat feature to make comments and observations on the discussion – we request that you electronically raise your hand and participate in the audio discussion.

**Tentative Course Schedule**

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| --- | --- | --- | --- |
| **Week** | **Date** | **Lecture Topic** | **Readings** |
| 1 | **Jan 28** | **Introduction to Class and Social Media** | HBPS: We are All Connected: the Power of Social Media  HBPS: Personal Brand |
| 2 | **Feb 4** | **Theoretical Concepts Guiding Social Media** | HBPS: Power of Stories  HBPS: The New Conversation (optional)  [Social Media Users of the World Unite](http://michaelhaenlein.com/Publications/Kaplan,%20Andreas%20-%20Users%20of%20the%20world,%20unite.pdf)  *PB: Introduction to Personal Brand DUE* |
| 3 | **Feb 11** | **Target Audience, Influencers and Message** | HBPS: Six Way to Find Value  HBPS: Social Technographic Profile |
| 4 | **Feb 18** | **Blogging** | HBPS: OSS Cube  HBPS: Click and Mortar SMEs  *PB: Target Audience And Influencers DUE* |
| 5 | **Feb 25** | **Microblogging** | HBPS: Microsoft Office: Gaining Insight into the Life of a College Student (B)  HBPS: Social Network Analysis: Who is Promoting  HBPS: Work Smarter with Twitter and Hootsuite (Optional)  Microsoft Office: Gaining Insight into the Life of a College Student (A) (Optional)  *PB: Blog Check #1* |
| 6 | ***March 3*** | **Customer Personas** | HBPS: HubSpot: Inbound Marketing and Web 2.0  HBPS: Competing Customer Journey  *PB: Midterm Social Media Analysis DUE* |
| 7 | ***March 10*** | **Social Networks** | HBPS: PLBSearch  HBPS: LinkedIN and Modern Recruiting  *SMMS: Research DUE* |
| Spring Break March 17th | | | |
| 8 | **March 24** | **Social Bookmarking** | HBPS: Collaborative Projects  HBPS: How Pinterest Puts People in Stores  *PB: Blogs Due* |
| 9 | ***March 31*** | **Objectives and Goals** | HBPS: Porsche Harnessing Social Media |
| 10 | ***April 7*** | **Video Sharing and Podcasts** | HBPS: YouTube for Brands  PB: Blog Check #2  *Hootsuite Certification Completed* |
| 11 | **April 14** | **Picture Sharing and Live Streaming** | HBPS: Beyonce |
| 12 | **April 21** | **REALLY Framework** | HBPS: Banking on Social Media |
| 13 | **April 28** | **Strategy Development** | HBPS: Maersk Line |
| 14 | **May 5** | **Presentations** | SMMS: Social Media Marketing Strategy DUE  PB: Blogs and Social Media DUE |
| 15 | **May 12** | **Presentations** | PB: Final Analysis Due- with Klout score |

**ADOBE CONNECT / BLACKBOARD COLLABORATE**

**Windows**

* 2GHz Intel Core™ Duo or faster processor
* Windows 8.1 (32-bit/64-bit), Windows 8 (32-bit/64-bit), Windows 7 (32-bit/64-bit)
* 2 GB RAM (4 GB recommended)
* Supported Web Browsers (versions): Chrome 36.0 and later, Firefox 31.0 and later, Internet Explorer 11.0.9 and later
* *Adobe Connect: Flash Player*
  + Must have latest Flash Player installed, currently Version 18
  + Must enable Flash Player in browser
  + <https://helpx.adobe.com/flash-player.html>
* *Blackboard Collaborate: Java*
  + Must have latest Java installed, currently Version 8 Update 51
  + <http://java.com/en/download/>
* Internet Speeds (download/upload): Minimum 1mbps
  + <http://www.speedtest.net/>

**Mac OS**

* 2GHz Intel Core™ Duo or faster processor
* 2 GB RAM (4 GB recommended)
* Mac OS X 10.8, 10.9, 10.10
* Supported Web Browsers (versions): Safari 7.0.6 and later, Chrome 36.0 and later, Firefox 31.0 and later
  + *Adobe Connect* in Safari: REMOVE SANDBOX RESTRICTIONS
  + <https://helpx.adobe.com/flash-player/kb/removing-sandbox-restrictions-your-safari.html>
* *Adobe Connect: Flash Player*
  + Must have latest Flash Player installed, currently Version 18
  + Must enable Flash Player in browser
  + <https://helpx.adobe.com/flash-player.html>
* *Blackboard Collaborate: Java*
  + Must have latest Java installed, currently Version 8 Update 51
  + <http://java.com/en/download/>
* Internet Speeds (download/upload): Minimum 1mbps
  + <http://www.speedtest.net/>