

DIGITAL AND SOCIAL MARKETING STRATEGIES

Course dates: 9 July – 3 August 2017

Credit hours: 4 credit hours - US / 8 credit points-ECTS

Syllabus

Instructor:	Assistant Teaching Professor Perry D. Drake	Email: drakep@umsl.edu
	College of Business at the University of Missouri – St. Louis / USA	
	Assistant Teaching Professor of Digital and Social Media Marketing	

Time: Monday-Thursday 9:30 – 12:45

HSB-INTERNATIONAL SUMMER SCHOOL

Hochschule Bremen - Werderstraße 73 - D-28199 Bremen

Phone: +49-(0)421-59054163

ifk@hs-bremen.de

www.ifk-bremen.de

Instructor:

Perry D. Drake
Mobile: 914-299-4879 (call or text)
Twitter: @pddrake
Email address: drakep@umsl.edu

Biography:

I am currently the Assistant Teaching Professor of Digital and Social Media Marketing in the College of Business at the University Of Missouri – St. Louis. I have also been appointed the Director of Business Collaboration and represent the face of our college to the outside business community where I help forge various relationships.



My current responsibilities are for the creation and instruction of the digital and social media marketing courses, programs, certificates and workshops at the undergraduate and graduate levels in addition to noncredit curriculums and certifications. Since arriving at the University in January of 2013 I have created and am now offering over 10 different types of digital and social media courses to the St Louis area including a new Certificate in Digital and Social Media Marketing for MBA students.

I am also the founder and architect of the Midwest Digital Marketing Conference (MDMC) which is host to over 50 speakers including Facebook, Twitter, BuzzFeed, Pinterest, Adobe, IBM, Under Armour, Nielsen, Johnson and Johnson and more. Now in our fifth year we have expanded to over 2,000 participants mostly in the field of marketing, digital communications, PR, technology and innovation. Proceeds from our conference go toward marketing student scholarships.

I am also a published author of Optimal Database Marketing by Sage Publications, a regular speaker at industry functions and event, have appeared in many journals and have appeared on TV several times. For a full list of my publications and public speaking events visit my about me bio page at:

www.about.me/perrydrake

Prior to joining UMSL in January of 2013, I was with NYU as an Assistant Professor for 14 years teaching and building out similar new and cutting edge marketing and data visualization classes and programs and had the privilege of receiving two outstanding teaching awards during that time.

I am a native of St. Louis and an alumni of UMSL. Most every morning you will find me cycling, running and swimming. I am a long distance runner who has run the New York City Marathon several times. I began doing triathlons in the summer of 2015 and find myself hooked.

Required text:

For this course there is no required text. All material will be given via PowerPoints and case studies.

Content:

Most every business today needs a digital marketing strategy to engage with current customers and attract new. Social networks are becoming an integral part of the marketing mix. Consumers are changing the way they communicate with and research brands. Brands are changing the way they promote and engage with consumers. We are embracing digital technologies to communicate in ways that were inconceivable just a few short years ago. We have shifted our attention

from traditional media marketing to internet, wireless devices, and other digital platforms. In this course you will assess the various marketing channels; the importance of establishing a social media strategy; how to create a social media strategy and playbook; understanding your audience; why a brand needs clear rules of engagement; understand the digital trends that are shaping the future; understand campaign attribution; how we define our key performance indicators (KPI's); learn of the cutting edge digital marketing tools (licensed and free) including *Adobe SiteCatalyst*, *Radian6*, *Lithium*, *Alexa*, and *Hootsuite* to name a few.

Goals / Learning Objectives:

Upon the completion of this course students will:

- Learn marketing best practices for various social media properties including Facebook, Twitter, LinkedIn
- Be able to articulate how social marketing strategy fits into the fully integrated digital marketing plan
- Know what the latest social media tools are for use by professionals
- Learn the capabilities of Hootsuite and apply those learnings
- Know how to find your influencers for a brand
- Know how B-to-C and B-to-B differ regarding the use of Social Media
- Learn content development strategy
- Have an understanding of the new 4 C's of marketing
- Understand the new conversion funnel
- Learn how to build a site with good user experience
- Master various search engine optimization skills
- Learn how to implement a Google Paid Search campaign
- Learn Google Analytics
- Learn Email marketing strategy

In addition the students will work in teams to create a digital/social strategy for a real brand.

Instructional Technology:

For this course the instructor will utilize PowerPoint, Youtube videos, Google, Twitter, Facebook, Instagram, and LinkedIn.

You are not required to friend me on Facebook but I would love to be your friend. You initiate. If you prefer not to, that is perfectly fine. Your call. My handles are:

- Twitter: www.twitter.com/pddrake
- Facebook: www.facebook.com/perry.drake
- LinkedIn Profile: <https://www.linkedin.com/in/perrydrake>
- Vine: <https://vine.co/Perry.Drake> Instagram Handle: www.instagram.com/pddrake
- Wordpress UMSL Digital Blog: <https://umsl.digitalmindshare.com/>
- Instagram: <https://www.instagram.com/pddrake/>
- Youtube Channel: www.youtube.com/user/profpddrake

Grade Composition:

- Quizzes – 20% (every 2-3 days there will be an in-class quiz administered to ensure everyone is doing the necessary homework and readings)
- Individual Presentations – 10% (each student will formally present once in front of the class on an article chosen by the professor in the field of digital and social media marketing)
- Attendance/participation – 20% (students are expected to be prompt and participate in class)
- Team Project – 30% (1/3 analysis, 1/3 PowerPoint, 1/3 oral)
- Final Exam – 20% (a take home final will be given comprised of 25 multiple choice and true false questions covering all topics covered in class)

Grading Scale:

The grade value for each letter grade is as follows:

92.00 or above	A	90.00 to 91.99	A -
88.00 to 89.99	B+	82.00 to 87.99	B
80.00 to 81.99	B-	78.00 to 79.99	C+
72.00 to 77.99	C	70.00 to 71.99	C-
68.00 to 69.99	D+	62.00 to 67.99	D
60.00 to 61.99	D-	Below 60.00	F

Extra Credit:

Extra credit is not an option for this class under any circumstances. I have never allowed extra credit in my 19 years of teaching. Please do not ask.

Schedule

- **Week 1 & 2: Digital Strategies**
- **Weeks 3 & 4: Social Media Strategies**

Covered During Week 1 (Digital Strategies)

Introductions

Module 1 & 2 | Introduction to the Disruption

Everything is changing quickly in the world of marketing as we know it. It is the rise of the prosumer. Consumers have taken control. Brands are having to rethink their marketing strategies or risk losing business.

Module 3 | Web Design

Usability and the utility, not the visual design, determine the success or failure of a web-site. Since the visitor of the page is the only person who clicks the mouse and therefore decides everything, user-centric design has become a standard approach for successful and profit-oriented web design. After all, if users can't use a feature, it might as well not exist. Learn all about web design and user experience.

Module 4 | Search Engine Optimization

An important aspect of Search Engine Optimization is making your website easy for both users and search engine robots to understand. Although search engines have become increasingly sophisticated, in many ways they still can't see and understand a web page the same way a human does. SEO helps the engines figure out what each page is about, and how it may be useful for users. In addition, content is becoming a more important element for SEO.

Covered During Week 2 (Digital Strategies)

Module 5 | Paid Search

With so many consumers using the Internet to find information, read reviews and to ultimately buy something, it is more important than ever that your business is easy to find online. Poor exposure can make your business become obsolete very quickly. You could have the most amazing product or service available, but if people can't find you easily online, then you can be sure that you will not be in business too long.

Fortunately, there are many ways to assure that your business is getting the exposure it needs to be successful in today's competitive marketplace. One of the most effective and essential online marketing strategies that every business should take advantage of is Paid Search.

Module 7 | Google Analytics

Just about every online business or business with a website uses analytics tools to track traffic such as google analytics or adobe sitecatalyst. However, more often than not, business owners and managers do not take full advantage of the information contained in analytics reports - or they don't know how to. So how should businesses interpret Web analytics data -- and leverage that information to decrease bounce and exit rates and increase sales on their website?

Module 8 | Display Advertising

Online display advertising continues to grow at a rapid pace. By 2017, Forrester Research anticipates that the online advertising market will reach \$28 billion. Online display advertising is growing because it works. It offers a combination of reach and targeting. Online display has extensive reach, because it enables marketers to serve ads to a select audience no matter where that audience travels on the Web and it offers precise targeting because of the availability of data on Internet users.

Module 9 | Email Marketing

There are rumors all around us in the marketing world that email marketing is dead. Those rumors could not be further from the truth. Not only is email marketing alive and well, it is actually one of the most important and effective avenues of communication. It's ROI is among the highest of all sources.

Team project #1 is assigned at the start of Week 2 regarding Google Analytics for a real company.

Covered During Week 3 (Social Media)**Module 1 | Introduction to Social Networks**

Social media has drastically changed the way organizations communicate, function and conduct business. This course will introduce you to the most popular social networks used by businesses and the basic facts about each of them. You will also learn about their user base in addition to how businesses and professionals engage on the social networks to accomplish their objectives. We will learn differences across countries on adoption of social media as well.

Module 2 | The Digital marketing Landscape

Before you start marketing using social media, it's important to understand how social media fits in with other digital tools and marketing approaches. This lesson will provide the relevance for social media in our digital age.

Module 3 | Setting Up Your Social Media Profiles

Students will learn the fundamentals of creating and managing social presences on Facebook, Twitter, Tumblr, and Google+ and how marketers are using these networks. The material provided in this lesson is intended to give students the tactical knowledge of how to use these social networks.

Module 4 | The Dos and Don'ts of Social Media Etiquette

Understanding how to communicate with social media is key to your success in today's digital landscape. In this module you will learn the guidelines and best practices around social media etiquette as well as the nuances of specific social networks to help you communicate effectively online. It's important for marketers to have a consistent personal brand

and professional online presence to help you find clients, present yourself as knowledgeable and leverage your personal networks to help you achieve your business goals.

Team Project #1 is due at the end of week 3. No class time will be given to work on this project. Teams will be expected to work on this project outside of the classroom. Teams will present their assessment on the last day of week 3.

Covered During Week 4

Module 5 | Social Media Planning and Measurement

As you've learned, social media can be a powerful tool for marketing. However, it can be difficult to manage multiple social profiles, networks, and accounts as new ones spring forward all the time. Organizing your social media and conversations is important so you can then add opinion and provide engaging content in the form of a story.

Module 6 | Influence and Advertising

Content marketing may be the cornerstone to your social media strategy, but social ads are also an effective way to increase awareness of your brand or profiles. This lesson will cover different strategies and techniques used when building out social ads.

Module 7 | Engaging on Social Media

Using social media to drive traffic to your blog, find customers, and follow news is important to your success as a marketer. But social media also provides an opportunity to engage with the community involved in your industry, which can be a great way to build relationships with key influencers and make you a trusted part of the community.

Team project #2 is assigned at the start of week 4 regarding the assessment and creation of a new social media strategy for a real brand. Class time will be given for this team project during the week and this project is due on the last day of class. Formal presentations will be made.