



O G L E T H O R P E
U N I V E R S I T Y

COM 360: Social Media Strategy & Analytics

Summer 2020

Instructor: Dr. Kate Keib

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Class: M-Th 2 hours TBA

Course description: In this course we will learn the science behind social sharing, and the technical aspects of how to use & analyze social media. Using real campaigns as an example, this course will help students understand how to be successful on social media whether branding themselves or an organization. Using social media analytics, students will examine what works and what doesn't, and how to set goals and create strategy to meet these goals. The course will weave together essential social topics including social media theory, network analysis, social media campaigns and social media analytics.

Course Objectives: At the end of the semester, students will understand:

- Social media best practices for organizations and individuals
- How to design and analyze social media campaigns
- Some ways in which social science theory explains social sharing
- The basics of social network analysis
- Best practices for building and maintaining social media applications for personal or business use

Classroom Policies

Attendance: Typically, class attendance affects performance positively. Due to the condensed nature of this course, there are no allowed absences in this course. You are expected to participate in class by completing in-class assignments and homework assignments. Students who do miss a class will lose 20 participation points per class missed. Late arrivals or early departures from class may be counted as absences. Whether you attend class or not, you are responsible for all materials presented in class and for all announcements and assignments. If you have extenuating personal or medical circumstances, contact me as soon as possible via e-mail. You will be required to submit valid documentation the day you return to class.

Behaviors that count as an absence:

- Arriving late (more than 10 mins) or leaving early
- Sleeping
- Using unapproved electronic devices to surf the web and social media sites
- Reading outside materials
- Chatting, texting or other behaviors that disrupt the class.

Make-up Exams and Late Work: Make-up exams will not be given except in the case of a documented illness or family emergency. You are responsible for knowing our exam dates. Do not make travel arrangements that conflict with this. I will not provide early exam options. If you have extenuating personal or medical circumstances, contact me as soon as possible via e-mail. You will be required to submit valid documentation within one week. Furthermore, late assignments will be penalized 3 points per day late.

Technology: All computers, tablets and phones will be put away during class except when we are all using them for our lesson. If you are expecting a call that can't wait until class is over, let me know ahead of time and

you may step out to handle the call if it comes in. Adherence to this policy is mandatory and will be incorporated in your participation grade.

Communication: We will use Moodle as our class online hub. This will be the central place for assignment uploads, class news and updates, where you can see grades, attendance, etc.

Required Textbook

Social Media Marketing: Principles and Strategies; ISBN: 978-0-9907983-2-3 Stukent

Mimic Social Simulation; Stukent ISBN: 978-0-9967900-7-9

Instructions for obtaining digital copies of case studies, “Mimic Social Simulation,” and “Social Media Marketing: Principles and Strategies” textbook will be distributed individually via email from no-reply@stukent.com or from my professor email. License keys may also be available for purchase from the bookstore, but the cheapest way to purchase the material is buying direct from stukent.com. Watch for the email, and check your spam folder in case it somehow goes there.

Book available free online via the library (instructions will be provided in class): *Analyzing Social Media Networks with NodeXL : Insights From a Connected World*; Hanson, Smith & Schneiderman. 2011

Additional handouts and links to web-based resources will be posted to Moodle.

Course Assignments

Exams – two exams will help to gauge learning of key course objectives, including social theory, social relationships and best practices.

Simulation - A very important part of this course is the simulation. This simulation will give you a taste of what it is like to run a social media marketing campaign for a business. There are twelve rounds to the simulation. This, combined with the lesson materials, will help prepare you for success in social media marketing.

Participation – Attendance and participation are vital to your success in this course; furthermore, participation increases the likelihood that you will do well on the exams and course assignments, so it is in your best interest to participate (and you may even enjoy it!). Students are expected (and required) to participate in class discussions/activities every class; the goal is to dialogue about course topics and actively engage with ideas. Your participation grade will be based on how attentive you are in class, the quality of your contributions, and adherence to class policies, including the technology policy.

Reading Quizzes – After completing reading in the textbook, students must complete reading quizzes.

Social network Analysis Project – Students will work in teams analyze data from Node XL, explaining and interpreting what they discovered about how people connect via social networks.

Points Earned	Letter Grade	%
372-400	A	93-100

Grading

Assignment	Points
Exam One	40
Exam Two	50
Simulation Analysis	100
NodeXL project	100
Reading quizzes	60
Participation	50
TOTAL	400

360-371	A-	90-92
348-359	B+	87-89
332-347	B	83-86
320-332	B-	80-82
308-319	C+	77-79
292-307	C	73-76
280-306	C-	70-72
268-279	D+	67-69
240-267	D	60-66
239 and lower	F	Below 59

OU Policies**Withdrawals and Incomplete Grades**

Standard university policies on withdrawals/incompletes as outlined in the most current edition of the Bulletin apply to this course.

Disability Services

If you are a student with a disability or a disability-related issue and feel that you may need a reasonable accommodation to fulfill the essential functions of the course as listed in the syllabus, you are encouraged to contact Disability Services in the Academic Success Center by phone (404-364-8869) or via email (disabilityservices@oglethorpe.edu).

Academic Honesty: Persons who come to Oglethorpe University for work and study join a community that is committed to high standards of academic honesty. The honor code contains the responsibilities we accept by becoming members of the community and the procedures we will follow should our commitment to honesty be questioned.

The students, faculty and staff of Oglethorpe University expect each other to act with integrity in the academic endeavor they share. Members of the faculty expect that students complete work honestly and act toward them in ways consistent with that expectation. Students are expected to behave honorably in their academic work and are expected to insist on honest behavior from their peers.

Oglethorpe welcomes all who accept our principles of honest behavior. We believe that this code will enrich our years at the University and allow us to practice living in earnest the honorable, self-governed lives required of society's respected leaders.

Our honor code is an academic one. The code proscribes cheating in general terms and also in any of its several specialized sub-forms (including but not limited to plagiarism, lying, stealing and interacting fraudulently or disingenuously with the honor council). The Code defines cheating as “the umbrella under which all academic malfeasance falls. Cheating is any willful activity involving the use of deceit or fraud in order to attempt to secure an unfair academic advantage for oneself or others or to attempt to cause an unfair academic disadvantage to others. Cheating deprives persons of the opportunity for a fair and reasonable assessment of their own work and/or a fair comparative assessment between and among the work produced by members of a group. More broadly, cheating undermines our community’s confidence in the honorable state to which we aspire.”

The honor code applies to all behavior related to the academic enterprise. Thus, it extends beyond the boundaries of particular courses and classrooms per se, and yet it does not extend out of the academic realm into the purely social one.

Examples of cheating include but are not limited to:

- 1.1 The unauthorized possession or use of notes, texts, electronic devices (including, for example, computers and mobile phones), online materials or other such unauthorized materials/devices in fulfillment of course requirements.
- 1.2 Copying another person’s work or participation in such an effort.
- 1.3 An attempt or participation in an attempt to fulfill the requirements of a course with work other than one’s original work for that course.
- 1.4 Forging or deliberately misrepresenting data or results.
- 1.5 Obtaining or offering either for profit or free of charge materials one might submit (or has submitted) for academic credit. This includes uploading course materials to online sites devoted, in whole or in part, to aiding and abetting cheating under the guise of providing “study aids.” There is no prohibition concerning uploading exemplars of one’s work to one’s personal website or to departmental, divisional, University or professional society websites for purposes of publicity, praise, examination or review by potential employers, graduate school admissions committees, etc.
- 1.6 Violating the specific directions concerning the operation of the honor code in relation to a particular assignment.
- 1.7 Making unauthorized copies of graded work for future distribution.
- 1.8 Claiming credit for a group project to which one did not contribute.
- 1.9 Plagiarism, which includes representing someone else’s words, ideas, data or original research as one’s own and in general failing to footnote or otherwise acknowledge the source of such work. One has the responsibility of avoiding plagiarism by taking adequate notes on reference materials (including material taken off the internet or other electronic sources) used in the preparation of reports, papers and other coursework.
- 1.10 Lying, such as: Lying about the reason for an absence to avoid a punitive attendance penalty or to receive an extension on an exam or on a paper’s due date; fraudulently obtaining Petrel Points by leaving an event soon after registering one’s attendance and without offering to surrender the associated Petrel Point, or by

claiming fictitious attendance for oneself or another; forging or willfully being untruthful on documents related to the academic enterprise, such as on an application for an independent study or on a registration form.

1.11 Stealing, such as: Stealing another’s work so that he/she may not submit it or so that work can be illicitly shared; stealing reserve or other materials from the library; stealing devices and materials (such as computers, calculators, textbooks, notebooks and software) used in whole or in part to support the academic enterprise.

1.12 Fraudulent interaction on the part of students with the honor council, such as: Willfully refusing to testify after having been duly summoned; failing to appear to testify (barring a bona fide last-minute emergency) after having been duly summoned; testifying untruthfully.

Students pledge that they have completed assignments honestly by attaching the following statement to each piece of work submitted in partial fulfillment of the requirements for a course taken for academic credit:

“I pledge that I have acted honorably.” (Followed by the student’s signature)

The honor code is in force for every student who is enrolled (either full- or part-time) in any of the academic programs of Oglethorpe University at any given time. All cases of suspected academic dishonesty will be handled in accordance with the provisions established in this code. The honor council has sole jurisdiction in matters of suspected academic dishonesty. Alternative ways of dealing with cases of suspected academic fraud are prohibited. In cases of alleged academic dishonesty on the part of students, the honor council is the final arbiter.

The full Honor Code is Section 11 of the current University Bulletin.

Course Schedule

(Subject to change)

Date	Topic	Reading/Activities
Week of June 22	Welcome, Course Overview Intro to social sharing Platform best practices	Readings will be provided: Selective Use of News Cues: A Multiple-Motive Perspective on Information Selection in Social Media Environments. <i>Journal of Communication</i> , 66(4), 669-693. Wojdyski, B. W. (2015). Interactive Data Graphics and Information Processing. <i>Journal of Media Psychology</i> . Oeldorf-Hirsch, A., & Sundar, S. S. (2016). Social and Technological Motivations for Online Photo Sharing. <i>Journal of Broadcasting & Electronic Media</i> , 60(4), 624-642. <i>Social Media Marketing Chapters 1-3</i> Best practices in designing pages on each platform Visit a social media agency
Week of June 29	Social media marketing & campaigns Introduction to Social Network Analysis	<i>Social Media Marketing Chapters 4-6</i> Analyzing Social Media Networks with NodeXL : Insights From a Connected World: Part 1 “Think Link” Chapter 4; Metrics & Analysis Mimic simulations 1-3

		Social media post outing #1 Exam One
Week of July 6	Social media marketing, campaigns & analytics Social Network Analysis	<i>Social Media Marketing Chapters 7-9</i> From Polarized Crowds to Community Clusters By Marc A. Smith, Lee Rainie, Ben Shneiderman and Itai Himelboim http://www.pewinternet.org/2014/02/20/mapping-twitter-topic-networks-from-polarized-crowds-to-community-clusters/ Mimic simulations 4-6 Social media post outing #2
Week of July 13	Social media marketing, campaigns & analytics Social Network Analysis	<i>Social Media Marketing Chapters 7-9</i> Social Network Analysis Group Project Mimic simulations 7-9 Social media post outing #3
Week of July 20	Social media marketing, campaigns & analytics	<i>Social Media Marketing Chapters 9-12</i> Mimic simulations 9-12 & wrap Exam Two Visit a digital agency