

000188

Add Undergraduate Course

Course Attributes

Subject Abbreviation: MKT-Marketing Catalog Title: Social Media Marketing Additional Fee?
 Course Number: 3220 Transcript Title: Social Media MarketingJustification
 Effective Term: Spring 2017 Cross-reference(s):
 College: Business Grade Mode: Standard Letter
 Department: Marketing

Form
 User ID: rgomes Name: Roger Gomes
 Date: 04/13/2017 Number: 31020

Hours

Fixed Credit Course		Credit Hrs		Contact Hrs	
3		3			
Variable Credit Course		Credit Hrs		Contact Hrs	
Min	Max	Min	Max	Min	Max

Rationale for Add Course

- Strengthen Program Requirement(s)
- Alignment of Student Learning Outcomes
- Alternative Delivery of Content
- Improve Time to Degree
- Evolution of the Discipline
- Changing Prerequisites
- Address DWF Rates
- General Education Modifications
- Other (Please specify.)

Schedule Types

- Field Course
- Independent Study
- Internship
- Lab No Fee
- Lab With Fee
- Lecture
- Other
- Seminar
- Studio
- Tutorial

Projected Enrollment

Year 1: 70
 Year 2: 70
 Year 3: 70
 Year 4: 70

Evaluation

Undergraduate

A	90	-	100
B	80	-	89
C	70	-	79
D	60	-	69
F	<		60

Professionalism and attendance 20%
 Deliverables 40%
 Final project 20%
 Final Exam 20%
 TOTAL 100%

Catalog Description

Combines an understanding of how consumers interact with firms in social media spaces, the norms and purposes of these platforms, and the communications strategies available on them. Through class discussion, teamwork, and presentations, students learn how to formulate effective social media promotions, and overall strategy.

Prerequisite(s) Corequisite(s)
 MKT 3010

Statement of need and justification based on assessment of student learning outcomes

Social media has become ubiquitous in our daily lives. Increasingly consumers interact with firms and brands in ways that are quite different from traditional business and marketing transactions. Additionally, the number of social media platforms is growing daily. This is an important new area where our students need to be capable of strategic analysis, formulation, and implementation. This course is presently being taught as a selected topics course.

Textbook(s)

Social Media Marketing, by Tracy L. Tuten and Michael R. Solomon, Sage, (2014), plus Readings posted on Canvas

000189

Learning Objectives Upon successful completion of the course, students will be able to:
Clearly define a social media marketing strategy and delineate mutually interdependent relationships involved in implementing the strategy.

- Apply the concepts of social media marketing research to evaluate the implications of different strategic and tactical marketing decisions.
- Improve and expand decision skills by making and defending marketing decisions in situations with incomplete information.
- Calculate basic performance metrics and interpret their meaning.
- Collaborate effectively with others in a team environment.
- Effectively present marketing ideas in written and oral forms.

Topical Outline

- Brand presentations
- Brand presentations, continued
- Foundation and origins
- Branding in the online era
- Influencers and WOM
- Brand publics, relationships, and communities
- Virality and memes 1)
- #FAIL presentations
- #FAIL presentations, continued
- When consumers attack
- Visit Clemson's Social Analytics Institute
- Social media tools
- Midterm project work
- Midterm projects due
- Measurement for marketing outcomes
- Mining for consumer insights
- Sentiment analysis, part I
- Sentiment analysis, part II
- Brand comparison project work day
- Brand comparison presentations
- Brand comparison presentations
- Ethics and corporate responsibility
- Facebook fatigue and what's next
- Pitch competition

Syllabus

Upload File: [Social Media Marketing proposed syllabus-20170405164009.docx](#)

Roger Gomez
Chair, Department Curriculum Committee

4/13/17
Date

[Signature]
Department Chair

4/14/17
Date

Traci A. Warr
Chair, College Curriculum Committee

4/14/17
Date

[Signature]
College Dean

4/17/17
Date

Director, Calhoun Honors College

John D. Hoff

Date

5/5/2017

Chair, Undergraduate Curriculum Committee

Date

000190

Date

Chair, Graduate Curriculum Committee

Robert W. Jones

8/24/17

Date

Provost

President

Date

Change Major

If Gen Ed requirements are changed a separate Gen Ed Checklist form must accompany this form.

Major Name:	Economics
Degree:	Bachelor of Science
Effective Catalog Year:	2017-2018
<input type="checkbox"/> Change Major Name to: ECON	Curriculum <u>New Econ BS with footnote change</u>
<input type="checkbox"/> Change Degree to: Bachelor of Science	Map: <u>2017-2018-20170411140122.docx</u>
<input type="checkbox"/> Change Curriculum Requirements	Description: Change in footnote to curriculum map to remove reference to nonexistent requirement.
<input type="checkbox"/> Change General Education Requirements	
<input type="checkbox"/> Add, Change, or Delete Concentration(s)	Additional Information:
<input type="checkbox"/> Add, Change, or Delete Emphasis Area(s)	Description:

Summary/Explanation

Change footnote no. 3 from

" See General Education Requirements. Note: Cross-Cultural Awareness Requirement may be satisfied by other General Education courses, by the International Studies Requirement, or through the use of elective hours." to

" See General Education Requirements. Note: Cross-Cultural Awareness Requirement may be satisfied by other General Education courses."

The old footnote referred to International Studies requirement which does not exist anymore.

Rationale for Change Major

- Strengthen Program Requirement(s)
 - Alignment of Student Learning Outcomes
 - Alternative Delivery of Content
 - Improve Time to Degree
 - Evolution of the Discipline
 - Changing Prerequisites
 - Address DWF Rates
 - General Education Modifications
 - Other (Please specify.)
- Change in footnote to curriculum map to remove reference to nonexistent requirement.

Form

User ID: mjerzma Name: Michal Jerzmanowski
Date: 04/11/2017 Number: 31158

MICHAL JERZMANOWSKI *M. Jerzmanowski* 4-12-17
Chair, Department Curriculum Committee Date

SCOTT BAUER *Scott Bauer* 4-14-17
Department Chair Date

JACK O'NEILL *Jack O'Neill* 4/14/17
Chair, College Curriculum Committee Date

College Dean Date

Director, Calhoun Honors College Date
John D. Whiffi 5/5/2017
Chair, Undergraduate Curriculum Committee Date

Chair, Graduate Curriculum Committee Date
Robert W. Jones 8/24/17
Provost Date

President Date