

Prof. Dr. René Algesheimer, Niklas Fruth

INTERNET AND SOCIAL MEDIA MARKETING

SYLLABUS

EACH FALL SEMESTER, SEMINAR

LAST EDIT: 14.06.2016

PREAMBLE

Welcome to our seminar “Internet and 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 university is not a playground for experimenting, then where is? 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 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.

The core idea of this seminar is that we all create an **ebook on social media marketing tips & tricks**. Afterwards, this book is presented on our webpage and your task is to then **promote the book** using different social media channels. We'll then analyze and measure the **success** of your promotions and tricks. By applying a variety of different tools, applications and platforms, we'll all learn how to creatively use these tools for designing marketing campaigns, for doing the analytics and verifying the success of the campaign.

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 got digital.

This course will take place each fall semester. You'll find all necessary information concerning the course within this syllabus. From time to time, updates will be communicated on the marketing webpage 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

Type:

Seminar

Target Audience:

Bachelor 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, 2 tutorials & 2 final sessions	10h
Written documentation	4 weeks é 5h	30h
Social media analytics		40h
Oral presentation		10h
Total		90h

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 31.08.2016 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: _____ |

If you receive our positive confirmation by **01.09.2016** 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 13, 2016, 16.15-17.45h

Tutorial sessions: Tuesday, September 27, 2016, 16.00-19.00h

Theory sessions: Tuesday, October 18, 2016, 16.00-19.00h

Theory presentation sessions: Tuesday, November 15, 2011, 16.00-19.00h

Group presentation sessions: Tuesday, December 13, 2015, 16.00-19.00h

Location:

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

Andreasstrasse 15, AND, room to be communicated

Further information:

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.

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.

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.

Every individual receives a theoretical topic they need to answer, present and document. Afterwards, groups are formed and certain social media tasks have to be fulfilled within groups on a practical exercise throughout the semester.

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

The seminar consists of a **theoretical and a practical project**. Every participant has to successfully participate in both parts to pass the course.

The core idea of this seminar is that we all create an **ebook on social media marketing tips & tricks**. Afterwards, this book is presented on our webpage and your task is to then **promote the book** using different social media channels. We'll then analyze and measure the **success** of your promotions and tricks. To fulfill this objective, we'll create individual and group tasks.

Theoretical Individual Project

On the kick-off meeting we'll assign you to an individual topic. Given that topic you'll have to each create a document of 30 social media tips and tricks following this set of rules:

- One tipp per page only.
- Pages follow a given page layout in Word.
- Each tipp has to be presented in a hands-on way, well documented with screenshots so that everyone else can follow and replicate the idea.
- The objective of the ideas is to create measurable impact, e.g. increasing conversion.
- Each ideas has to be approved by the instructors.

In the kick-off meeting we'll give examples on valid and valuable ideas.

Ideas have to be submitted to us by **October 10th, 12am** and will be presented by you on **October 18th**.

Practical Group Project

After creating our ebook, we want to promote it using a variety of social media tools, applications and platforms. By applying them, we'll all learn how to creatively use these tools for designing marketing campaigns, how to do the analytics and verify the success of the campaign. This is being done in groups, each dedicated to a certain topic, but all are working together on the same objective: Diffusing our ebook. So, there is no competition, but rather cooperation demanded for in this course.

Each individual will be assigned to a group based on their interest and skills.

Each group will be assigned to a topic and a session to present their work. Each team has to be capable of being the expert on their topic as it will guide the course on this topic.

Once you received the topics, you have time up until **November 15th** to kick-off your marketing campaigns, and time up until **December 13th** to measure the impact of your campaign and finetune it. For these deadlines, you need to hand-in a slide presentation on your campaign idea by **November 10th, 12am** and another slide presentation of your analytics of the campaign and fine-tuning ideas up until **December 8th, 12am**

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.

Your tasks:

So sum it up what you'll have to do up until when:

1. Theoretical individual project

By October 10th, 12am you'll individually deliver 30 social media tips & tricks that are following the examples from the kick-off session. You do that by applying our given Word template and follow the rules listed in the section on the Theoretical Individual Project.

The top 3 of your ideas, you'll individually present in our session on October 18th (3 min per individual presentation).

Documents in .docx and presentation slides in .ppt have to be submitted via Dropbox to our TA.

2. Practical group project

By November 10, 12am you'll install your marketing campaign ideas together with us, document it in a slide presentation, and deliver it via Dropbox to our TA. It is presented by you on November 15th in our session (15min per group presentation).

By December 8, 12am you'll analyze the success of your campaigns, finetune them, and document both steps in a slide presentation, and deliver it via Dropbox to our TA. It is presented in our final seminar session on December 13th (15min per group presentation).

Documents in .docx and presentation slides in .ppt have to be submitted via Dropbox to our TA.

In the case, you copy ideas, images, code, articles, data, videos from specific places, you'll have to cite them and create a reference table at the end of the presentation with the corresponding links, and time of access.

3. COURSE EVALUATION

What we will grade:

Grades are based on the following criteria:

- Your theoretical individual contribution (50%).
- Your practical group contribution (40%).
- Your average peer evaluation score (10%).

How we will grade:

We'll grade:

- The creativity, quality, logic and comprehensibility of your individual project concerning a social media impact;
- The documentation and presentation quality of your individual 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.

5. 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:

Signature: _____####_____