Washington State University
MAJOR CURRICULAR CHANGE FORM - COURSE
(Submit original signed form and ten copies to the Registrar’s Office, zip 1035.)

Future Effective Date: 08/19/2013 (effective date cannot be retroactive)
☐ New course  ☐ Temporary course  ☐ Drop service course
☐ There is a course fee associated with this course (see instructions)

☐ Variable credit _____________
☐ Increase credit (former: credit _____________)
☐ Number (former number _____________)
☐ Crosslisting (between WSU departments)
(Must have both departmental signatures)
☐ Conjoint listing (400/500)
☐ Request to meet Writing in the Major [M] requirement (Must have All-University Writing Committee Approval)
☐ Request to meet GER in _____________ (Must have GenEd Committee Approval)
☐ Professional course (Pharmacy & Vet Med only)  ☑ Graduate credit (professional programs only)
☐ Other (please list request) ____________________________

<table>
<thead>
<tr>
<th>MKTG course prefix</th>
<th>555 course no.</th>
<th>Marketing Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>03 3 0 0</td>
<td></td>
<td>Admission to the MBA, Master of Accounting, or Business PhD programs.</td>
</tr>
</tbody>
</table>

credit lecture hrs lab hrs studio hrs
per week per week per week

prerequisite

Description (20 words or less) Development of marketing analytics skills utilizing large data sets to identify marketing and consumer trends in online and offline markets.

Instructor: David Knuff
Contact: Cheryl Oliver
Campus Zip Code: 4710

- Please attach rationale for your request, a current and complete syllabus, and explain how this impacts other units in Pullman and other branches (if applicable).
- Secure all required signatures and provide 10 copies to the Registrar’s Office.

Chair/Date 1/5/13
Dean/Date 12-27-12
General Education Com/Date
Chair (if crosslisted/interdisciplinary)*
Dean (if crosslisted/interdisciplinary) *
Graduate Studies Com/Date
All-University Writing Com/Date
Academic Affairs Com/Date
Senate/Date

*If the proposed change impacts or involves collaboration with other units, use the additional signature lines provided for each impacted unit and college.
MKTG 555
Social Media and Marketing Analytics
Fall 2013

Professor:
Dr. David Knuff
Office: Todd Hall 384
Telephone: 509-335-6843
e-mail: dknuff@wsu.edu (preferred)
Office Hours: Tues/Thurs 2pm-3:30pm; Wed. 10am-11:30am

Required Readings:
See reading list

Course Overview:
“Big Data” is a term that is getting a lot of attention in business today. We will
discuss what this term means and how to obtain the data. We will also learn to
harness “big data”, how to present it in a palatable manner, and utilize it to make
strategic business decisions. Specifically, this course will introduce a variety of
quantitative models to improve marketing decisions in such areas as market
response, customer segmentation/targeting, product/brand positioning, price, and
promotion.

Student Learning Outcomes:
Students will be able to:
1. Use marketing data from multiple sources (e.g. scanner data) and make
decisions relevant to the marketing mix and determine the final impact of those
decisions.
2. Employ relevant software tools to transform raw data (e.g. purchase history,
social media, time on site, etc.) into usable information.
3. Build a strong quantitative framework for analyzing customer profiles and
other market data.
4. Make strategic use of information technology to improve marketing decision-
making and better empower customers.

Student Learning Program Outcomes:
1. Students will be able to formulate an actionable business strategy that is
grounded in theory and practice from multiple business disciplines.
2. Students will be able to conduct data-driven analyses to identify significant
business problems, recommend feasible solutions to the problem, and justify a
course of action.
3. Students will be able to apply leadership theory to analyze business situations
and develop theory-based recommendations.
4. Students will be able to identify and evaluate the ethical, global, and societal
implications of doing business as an organization.
**Basis for Evaluation:** 400 Points Total
1 Exam @ 100 points
3 Class assignments @ 50 points each; 150 points total
1 Final Project @ 100 points
1 Klout Score @ 50 points

**Grading:**
Course letter grades will be assigned using the following scale:

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93 - 100</td>
<td>A</td>
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<tr>
<td>90 - 92</td>
<td>A-</td>
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<tr>
<td>87 - 89</td>
<td>B+</td>
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<td>83 - 86</td>
<td>B</td>
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<td>80 - 82</td>
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<td>77 - 79</td>
<td>C+</td>
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<td>73 - 76</td>
<td>C</td>
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<tr>
<td>70 - 72</td>
<td>C-</td>
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<tr>
<td>67 - 69</td>
<td>D+</td>
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<tr>
<td>60 - 66</td>
<td>D</td>
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<tr>
<td>Below 60</td>
<td>F</td>
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</tbody>
</table>

**Grade Appeals:** If a student feels that the grade given on an exam or assignment is incorrect, s/he may appeal the grade by discussing it with the professor within **one week** of the date of the grade being given.

**Exam:**
The examination is designed to thoroughly test students' knowledge of the subject matter, rather than being just a rehash of material presented in class. Consequently, exam questions will require integration of concepts and critical thinking.

The exam format is likely to consist of a combination of multiple-choice, true-false, and essay questions. **Unless prior arrangements are made with the professor, a missed exam will be given a zero score. Refer to the course schedule to determine when the exams are to be held.**

**Class Assignments:**

**Class Assignment 1**
Social media is unique in that it allows consumer access to companies and individuals that has not been possible in the past. This assignment requires you (groups of no more than 4 students) to identify an influential business person, celebrity, company, or brand based on the metric of your choosing. Your goal of this assignment is to make contact through social media with the person, brand, company, etc. you have chosen. Once you have made contact through social media you are challenged to get this person to participate in the course. This participation can include class visit to Pullman, skype interview during class, or any other way that you feel they will benefit the class. Your write-up will include a discussion of the metrics used to identify this influencer, the selection process, strategies to reach this person (which platforms), overview of interactions, and overall take-a-ways. Additional details to be discussed in class.
Class Assignment 2
As a team (no more than 4 students per team) research any social media tool available in today’s marketplace. You will identify the advantages of this platform as well as any potential negative aspects. Lastly, identify a company that has used this platform to success and one that has not been successful. It is a requirement that your team has a presence on the particular social media platform. You will present your findings to the class. Additional details to be discussed in class.

Class Assignment 3
As a team (no more than 4 students per team) you will compete in the Google online marketing challenge. The product you will represent is the 1-Year MBA program at WSU. You will then analyze the resulting data associated with the ad, e.g. time on site, time on page, where they are coming from, etc. You will complete a write-up of the process you went through to place the ad. Be sure to discuss why you selected the specific target (support with data), discussion of the success of the ad (support with data), and strategies moving forward. Additional details to be discussed in class.

Final Project:
Part 1: Creating the plan

1. Establish Objectives
   - Target audience(s), include analysis of brand advocates
   - Desired outcomes
2. Conduct Situation analysis/research
   - Background, where things are now
   - Audience research
3. Exploring and evaluating the general options
   - Look at wide range of potential social media activities and provide analysis of pros and cons of each broad category
4. Obtain initial feedback from client
5. Select a variety of options to go forward, providing in-depth analysis for each
   - This should include plans for managing (NOT controlling) negative consequences
   - Include ideas about extending the conversation among audiences – how can you make it go viral?

Written report (and presentation including parts 1 & 2)

Part 2: Brainstorming and creating CONTENT and plans for putting content into “conversation context” (content is there to drive conversation, but it needs to be captivating)
1. Use creativity techniques and research to identify specific content for social media choices.
2. Create content for at least 3 choices
   - This requires planning, designing, scripting, filming and/or writing the content. This also includes specific actions that will establish and extend conversations around your content
3. Develop follow-up content for choices

This is critical! There must be a plan in place for maintaining the type of social media chosen and refreshing content on a regular basis. You need to come up with specific follow-up plans and content ideas.

Written summary - that shows and/or describes content plans (and presentation including parts 1 & 2.)

Part 3: Implementation

1. Set up (after client approval) social media choices with content for at least one of your options.
2. Establish the site
3. Upload your content and
4. Provide guidance to those who will need to maintain sites
5. Plan evaluation/tracking/tagging systems

Klout Score:
Your final Klout score at the end of the semester will be worth 50 points of your total grade.

“The Klout Score is a single number that represents the aggregation of multiple pieces of data about your social media activity. We compute the Klout Score by applying our score model to these signals. The Klout Score incorporates more than 400 signals from seven different networks. We process this data on a daily basis to generate updates to your Klout Score.

The majority of the signals used to calculate the Klout Score are derived from combinations of attributes, such as the ratio of reactions you generate compared to the amount of content you share. For example, generating 100 retweets from 10 tweets will contribute more to your Score than generating 100 retweets from 1,000 tweets. We also consider factors such as how selective the people who interact with your content are. The more a person likes and retweets in a given day, the less each of those individual interactions contributes to another person’s score. Additionally, we value the engagement you drive from unique individuals. One-hundred retweets from 100 different people contribute more to your Score than do 100 retweets from a single person.” (Klout.com)
Students with Disabilities:
Reasonable accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this class, please visit the Access Center. All accommodations MUST be approved through the Access Center (Washington Building, Room 217). Please stop by or call 509-335-3417 to make an appointment with an Access Advisor.

Academic Dishonesty:
"As an institution of higher education, Washington State University is committed to principles of truth and academic honesty. All members of the University community share the responsibility for maintaining and supporting these principles. When a student enrolls in Washington State University, the student assumes an obligation to pursue academic endeavors in a manner consistent with the standards of academic integrity adopted by the University. To maintain the academic integrity of the community, the University cannot tolerate acts of academic dishonesty including any forms of cheating, plagiarism, or fabrication. Washington State University reserves the right and the power to discipline or to exclude students who engage in academic dishonesty."

Campus Safety:
The Campus Safety Plan, which can be found at http://safetyplan.wsu.edu, contains a comprehensive listing of University policies, procedures, statistics, and information relating to campus safety, emergency management, and the health and welfare of the campus community. All faculty, staff, and students are encouraged to visit this web site as well as the University emergency management web site at http://oem.wsu.edu/Emergencies to become familiar with the campus safety and emergency information provided.

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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction, Syllabus</td>
<td></td>
<td>CA #1 Begin</td>
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<tr>
<td>1</td>
<td>Introduction to Online Marketing/ Social Media</td>
<td></td>
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<td>2</td>
<td>History of Online Marketing Environment/Trends</td>
<td>1</td>
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<td>2</td>
<td>Data Mining/Target Marketing/Cluster Analysis</td>
<td>2, 3</td>
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<tr>
<td>3</td>
<td>Data Mining/Target Marketing</td>
<td>4</td>
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<tr>
<td>3</td>
<td>Online Advertising</td>
<td>5</td>
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<tr>
<td>4</td>
<td>Online Advertising</td>
<td>6</td>
<td>CA #2</td>
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<tr>
<td>4</td>
<td>Google Analytics</td>
<td>7</td>
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<tr>
<td>5</td>
<td>Google Analytics, analyzing bounce rate, etc.</td>
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<td>CA #3</td>
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<tr>
<td>5</td>
<td>Search Engine Optimization</td>
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<td>CA #3</td>
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<td>Date</td>
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<tr>
<td>6</td>
<td>Social Media Platforms</td>
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<td>6</td>
<td>Social Media Platforms</td>
<td>10</td>
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<td>7</td>
<td>Social Performance Analysis</td>
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<td>7</td>
<td>Social Media Branding Strategies</td>
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<td>8</td>
<td>Benchmarking Metrics</td>
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<td>8</td>
<td>Social Performance Trend Analysis</td>
<td>12</td>
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<td>9</td>
<td>Brand Advocate Identification in Social Media</td>
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<td>9</td>
<td>Advocate Mobilization (e.g. Shop Ignitor/Disney)</td>
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<td>10</td>
<td>Marketing Automation through Analytic Software</td>
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<td>10</td>
<td>Mktg. Auto through software (Eloqua, Marketo)</td>
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<td>11</td>
<td>Exam</td>
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<td>11</td>
<td>Final Project Work Day</td>
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<td>12</td>
<td>Crisis Identification</td>
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<td>12</td>
<td>Crisis Management and Response</td>
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<td>13</td>
<td>Corporate Social Responsibility</td>
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<td>13</td>
<td>Ethical Concerns regarding Consumer Data</td>
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<td>14</td>
<td>NO CLASS, Thanksgiving Break</td>
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<td>14</td>
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<tr>
<td>14</td>
<td>Paid vs. Earned media</td>
<td>14,15</td>
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<td>14</td>
<td>CRM- using social media to maintain relationship</td>
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<td>15</td>
<td>Final Presentations</td>
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<td>15</td>
<td>Final Presentations</td>
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* The instructor reserves the right to alter the schedule of topics as appropriate to facilitate an optimal learning environment.

**Required Readings:**


