Course Information

Name: Social Media for Business and Digital Marketing

Teaching Institution: University of North Carolina, Charlotte

Location: Charlotte, North Carolina, USA

Dates: 1 – 21 July 2018

Duration: 3 weeks

Course contact hours: 56 contact hours including academic classes, seminars and practical components

Pre-requisites: Students must be enrolled in an undergraduate degree in relevant field, such as business, media, communications, journalism, public relations etc.

Course equivalencies: The program is equivalent to 3 US credit hours. This typically translates into a single, semester-length course at an Australian university.

Teaching Faculty

The program will be taught by three UNC Charlotte faculty members:

- Sunil Erevelles, PhD
- Nima Jalali, PhD
- Booshra Ahmed, MBA

Coursework

Academic Classes (36 Hours)

WEEK 1: INNOVATION AND COMPETITIVE ADVANTAGE WITH BIG DATA

Instructing Faculty: Sunil Erevelles, PhD
Business in the foreseeable future will be characterized by rapid change, hypercompetition and unfriendly demographics. While in the past, most applications of Big Data analytics have been focused on tactical issues, in this seminar, Dr. Erevelles will focus on how Big Data analytics can strategically be used to both exploit and drive market change. In doing so, he will describe how the utilization of Big Data will define business leaders in the future, and highlight the huge competitive opportunities in the strategic utilization of Big Data analytics in the future. He will explain how Big Data can be used to drive innovation and create new wealth and explain how your organization can be positioned for explosive growth despite highly negative demographic factors. He will also explain Big Data can transform your organization from one based on replication, hierarchy and optimization to one based on imagination, experimentation and innovation. Finally, Dr. Erevelles will describe how Big Data can be used to create a sustainable competitive advantage and to obliterate competitors. A model to leverage Big Data to make strategic change a continuously recurring phenomenon throughout your organization will be presented. Dr. Erevelles will challenge you to generate fresh perspectives, breakthrough ideas and new paradigms to create a future vision for your organization. If you are part of a Big Data strategy team, come prepared to be taken to new levels of excellence.

**Session 1: The Future of Innovation**

**Session 2: Innovation Engines and Big Data Analytics**

**Session 3: Big Data and Business Strategy**

**Session 4: Big Data and Business Model Innovation**

Some of the topics that will be covered include:

- Big Data and Designing the Future for your Organization
- Big Data in Value and Strategy Creation
- Using Big Data to Drive Business Change
- Big Data and Disruptive (Non-linear) Innovation
- Big Data and Business Model Innovation
- Using Big Data to Destroy Competitors
- Big Data and the De-construction of Orthodoxies
• Big Data and Return on Imagination
• Using Big Data for Game-Changing Strategy
• Big Data in Renewal and Constant Reinvention
• Case Discussions include Netflix, Lego, Target, Far Out, etc.

WEEK 2: SOCIAL MEDIA MARKETING AND ANALYTICS
Instructing Faculty: Nima Jalali, PhD

Social media has transformed how individuals communicate. This new communication paradigm is also changing how firms are reaching consumers, and is different than traditional one-to-many form of communication. The main difference of this new medium is that consumers have a share of voice, and it makes this channel a different landscape for brands. This course starts with an overview of this new paradigm, and covers topics related to developing social media strategy and implementing their respective tactics with marketing and business goals in mind. In specific, it covers following topics:

• Traditional vs. social media
• Social media strategies and objectives
• Structure of social networks
• Social consumer profiles
• Social media measurement and analytics
• Social media channels and strategy implementation
• Social media advertising

Session 1: Connected Customer and Social Interactions

Session 2: Social Media Metrics

Session 3: Content Marketing

Session 4: Influencer Marketing

Some of the topics that will be covered include:

• Understand what a social network is at its most basic level (nodes and ties)
• Define and give examples of social networks, nodes, and ties
• Discuss implications of connectivity and activity for flows of information
• Define and explain distinctions between three types of social media
• Discuss why auditing is a necessary step before formulating social media strategy
• Explain the importance of social media metrics
• Collect various types of social media metrics to complete social media audit
• Know the elements to consider when writing a social media marketing strategy
• Describe what content marketing is on social media and why it can be beneficial
• Social media advertising
• Describe potential benefits of advertising on social media platforms
• Understand the concept of seeding
• Explain what being viral means
• Describe relative advantages of different methods of choosing seeds
• Explain how to incentivize seeds
• Explain the concept of spillovers from viral marketing campaigns
• Marketing research using social media
• Discuss advantages offered by social media market research versus traditional market research
• Demonstrate several applications of social media market research

WEEK 3: DIGITAL MARKETING AND ANALYTICS

Instructing Faculty: Booshra Ahmed, MBA

Today’s consumers are more empowered and connected than ever. Businesses worldwide face a fundamental change in the ways that consumers interact with brands and each other. Data about our browsing and buying patterns are everywhere. From credit card transactions and online shopping carts, to customer loyalty programs and user-generated ratings/reviews, there is a staggering amount of data that can be used to describe our past buying behaviors, predict future ones, and prescribe new ways to influence future purchasing decisions.

In light of these fundamental changes, the overarching goal of this week is to help students learn the key areas of analytics and their application to real-world business practices. Learning these theories of the field of analytics would help students understand the following:
Session 1: Major methods of customer data collection and analytics used by companies

Session 2: Understand how analytics can inform business decisions

Session 3: Main tools used to predict customer behavior and identify the appropriate uses for each tool

Session 4: Key ideas about customer analytics and how the field informs business decisions

Some of the topics that will be covered include:

- Internet Marketing and Analytics
- Consumer Analytics
- Marketing Analytics
- Market Analysis and Decision Making
- Internet of Things Strategy
- Basics of Market Response Models
- Cluster & Discriminant Analyses for Consumer Segmentation
- Perceptual Mapping for Product Positioning, Segmentation & Targeting
- Project Data Analysis
- Watson Analytics (Artificial Intelligence)

Executive Dialogue Series (20 Hours)

Corporate and Local Business Site Visits/Speaker Sessions (14 Hours)

The participants will have the opportunity to visit a range of both large and small, locally based companies that are leaders in the field of social media and digital marketing, with both local and international focuses. During these visits (or speaker sessions), participants will be given extensive opportunities to interact with professionals, managers, and executives to learn more about the field and apply their new skills and knowledge.

Executive Dialogue Seminar (6 hours)

The seminar is designed to support the Executive Dialogue Series and includes time to prepare for and debrief each visit or meeting in order to reinforce learning outcomes.
Teams of students are assigned to company visits/speaker sessions. The group is charged with representing their peers and acting as leaders for their assigned visit/speaker session. Dedicated class time is provided to all participants to research companies and individuals as well as generate thoughtful questions for those who are invited to engage with the group.

Course requirements (assessment)
Total Possible Points: 100
20 points Innovation and Competitive Advantage with Big Data
20 points Social Media Marketing and Analytics
20 points Digital Marketing and Analytics
40 points Executive Dialogue Seminar & Series
20 points Leaders of the Day contributions at meeting and during visit/speaker series
20 points Participation at all executive dialogue meetings & site visits/speaker series

Australian universities may choose to request additional assessment from participants, such as submitting a reflective journal, in order to approve credit transfer (this is strictly optional).

Cultural Activities
The program will include a significant number of cultural activities designed to give participants an appreciation for US culture and attitudes.

Course Calendar/Schedule
The detailed course calendar / schedule will be provided at Program Orientation.

Attendance
Participants are required to attend all lectures, presentations, visits, practical and cultural activities that are scheduled as part of the program. Failure to attend scheduled activities without a documented reason may result in a reduced class participation mark or in failure of the course.

Class participation
Participants are required to participate in discussions during lectures, seminars and visits. Participation will be assessed separately for each course component.

Academic honesty
Participants are required to comply with UNC Charlotte’s policies regarding plagiarism.
and academic integrity.

**Grading**
The course is assessed as above and a final notation of academic achievement will be issued as a mark out of 100. Participants will receive an academic record outlining their performance in the course (Canvas & official grade report via AIM Overseas), along with a certificate of attainment (obtained at the farewell ceremony).

- 90-100 A, excellent
- 80-89 B, above average
- 70-79 C, average
- 60-69 D, below average

Below 60 points is equivalent to a failing grade.

**Available Support Services**
The program is fully supported by the UNC Charlotte Office of International Programs and participants will have access to both academic and pastoral support. Participants will have access to campus computing and library facilities to assist them with completing the program’s required assessment.

**Contact Information**
For further information regarding this syllabus, please contact the Australian Institute for Mobility Overseas:

- info@aimoverseas.com.au
- Phone: (02) 9975 7792
- Web: www.aimoverseas.com.au