

Instructor:

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Virtual Office Hours:

Office hours on request. Just tweet me, text me, call me, email me. And I am there.

In-Person Office Hours:

By appointment

Welcome

Welcome to Social Media Marketing Strategy. I am so excited to be offering you this very unique course through the University of Missouri – St. Louis. Very few universities offer the selection of digital and social media marketing courses that we do. I am thrilled you are taking advantage of the great opportunity that is certain to give you that competitive advantage in the job market. Whether your major is in marketing, education, finance, Accounting, or communications it does not matter. We are all impacted by the disruption being caused by these emerging media and technologies. Be prepared. It is going to be a fast paced and awesome journey into the world of social media marketing.

Biography

I am currently the Assistant Teaching Professor of Digital and Social Media Marketing in the College of Business Administration at the University Of Missouri – St. Louis. I have also been appointed the Academic Director of Programs in Business within the School of Professional and Continuing Studies.



My current responsibilities are for the creation and instruction of the digital and social media marketing courses, programs, certificates and workshops at the undergraduate and graduate levels in addition to noncredit curriculums and certifications. Since arriving at the University in January of 2013 I have created and am now offering over 10 different types of digital and social media courses to the St Louis area including a new Certificate in Digital and Social Media Marketing for MBA students.

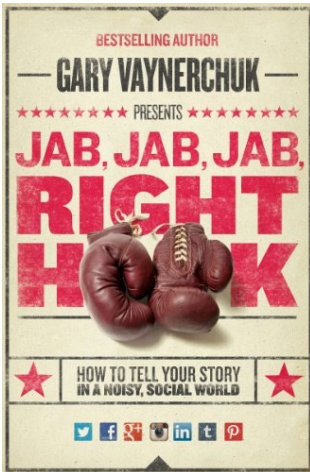
I am also a published author of Optimal Database Marketing by Sage Publications, a regular speaker at industry functions and event, have appeared in many journals and have appeared on TV several times. For a full list of my publications and public speaking events visit my about me bio page at www.about.me/perrydrake

Prior to joining UMSL in January of 2013, I was with NYU as an Assistant Professor for 14 years teaching and building out similar new and cutting edge marketing and data visualization classes and programs and had the privilege of receiving two outstanding teaching awards during that time.

I am a native of St. Louis and an alumnus of UMSL. Most every morning you will find me running in Forest Park, rain or snow. I am a long distance runner who has run the New York City Marathon several times. I also enjoy biking and swimming.

Required text

You will need to purchase *Jab, Jab, Jab, Right Hook* by Gary Vaynerchuk. You can buy this new for under \$13.



I will also be utilizing Hootsuite University for this course. That means at the end of the semester you will also all be Hootsuite Certified. A nice plus for your resume and LinkedIn profile page. We will not be registering for Hootsuite until week 7.

You will also be required to download the Bossjock app for doing your podcasting. This is a \$10 purchase. More on this later.

Time Requirements

If this course was offered on campus, you'd be in class 2.5 hours/week, along with the travel time involved. The online version is no different in terms of expectations for your involvement. This is an active online course that requires 3 hours of your time each week IN ADDITION TO the time it takes you to read the required materials and watch the videos, as well as the additional work required to complete the assigned papers. That means that you need to plan to spend a **minimum of 6 hours every week**. But when it fits into your schedule. If you do not have that amount of time to devote to this course, you should perhaps reconsider taking this course at this time. This semester I have decided to release all material at once. I know some of you are very busy with work. And this will allow you to work ahead if you so desire. But do not expect me to grade your papers ahead of schedule. That will not happen.

Course Description

Social networks are becoming an integral part of the marketing mix. In these platforms, brands can engage with prospects and consumers on many levels. In this course, you will learn how to create a brand presence on these social networks, understand the differences between the various networks and the importance of content creation. Various real-life case projects and exercises will be assigned throughout the semester under the instructor's supervision.

Goals / Learning Objectives

Upon the completion of this course students will:

- Learn marketing best practices for each social media property including Facebook, Twitter, LinkedIn, Instagram.

- Understand where Podcasting fits into one’s strategy
- Gain Video editing skills
- Understand livestreaming options and strategies
- Be able to articulate how marketing strategy fits into the fully integrated digital marketing plan
- Learn the capabilities of Hootsuite and apply those learnings
- Become Hootsuite Certified
- Learn Canva for creating great social media headers and ads
- Discover video animation tools and strategy
- Learn how blogging fits into a brands strategy and blogging best practices.
- Learn content development strategy best practices

In addition, the students will have a real-life experience creating a social media strategy for a real client.

Instructional Strategies

This course will be taught mostly online using YouTube, mini-lectures, supporting PowerPoint decks, case readings, discussion forums, homework assignments, peer reviews, and a case project.

Instructional Technology

For this course, the instructor will utilize Blackboard, PowerPoint, YouTube videos, Discussion Threads, Twitter, Facebook, Instagram, LinkedIn, Hootsuite and other various social media platforms and software.

Additionally, you will need to join the Bonfyre for this class. Download the Bonfyre app on your tablet or smartphone and click on this link to join our class group:

<https://bonfyre.me/1/6sYMKzH3GL7lgoEJHpjHa>

You are not required to friend me on Facebook but I would love to be your friend. You initiate. If you prefer not to, that is perfectly fine. Your call. My handles are:

- Twitter: www.twitter.com/pddrake
- Facebook: www.facebook.com/perry.drake
- LinkedIn Profile: <http://www.linkedin.com/pub/perry-drake/40/47/936>
- Instagram Handle: www.instagram.com/pddrake

My YouTube channel is www.youtube.com/user/profpddrake

Grade Composition:

Event	Points
Livestreaming Disc Points	10
Livestreaming Assignment	20
Jab Jab Ch 1 and 2	10

Blogging Disc Point	10
Jab Jab Ch 3	10
Social Media Disc Points	10
Social Media Assignment	20
Jab Jab Ch 4	10
Video Disc Points	10
Video Assignment	30
Jab Jab Ch 6	10
Podcasting Disc Points	10
Podcasting Assignment	20
Jab Jab Ch 10	10
LinkedIn Disc Points	10
Final Team Project	80
Final Hootsuite Certification	30
Attendance 3 x 10 pts	30
TOTAL	340

Total eligible points for the semester are 340.

Grading Scale: The grade value for each letter grade is as follows:

92.00% of the eligible 340 points or above	A
90.00 to 91.99	A-
88.00 to 89.99	B+
82.00 to 87.99	B
80.00 to 81.99	B-
78.00 to 79.99	C+
72.00 to 77.99	C
70.00 to 71.99	C-
68.00 to 69.99	D+
62.00 to 67.99	D
60.00 to 61.99	D-
Below 60.00	F

Extra Credit

Extra credit is not an option for this class under any circumstances. I have never allowed extra credit in my 20 years of teaching. Please do not ask.

Schedule

Date	Material Assigned	Homework Assigned	Due Date of Homework
8/23	First Face to Face Class		
8/30	Livestreaming Module #1 + Jab Jab Chapters 1 and 2	LS Assignment, LS Disc Points, Jab Jab Ch 1 and 2 Questions	9/12
9/6	No New Material		
9/13	Blogging Module #2 + Jab Jab Chapter 3	Blog Disc Points, Jab Jab Ch 3 Questions	9/19
9/20	Social Media Module #3 + Jab Jab Chapter 4	SM Assignment, SM Disc Points, Jab Jab Ch 4 Questions	10/3
9/27	No New Material		
10/4	Second Face to Face Class (1) Sam Craig to show you how to use Adobe Premiere (2) Video Exercise explained (3) Drake to show you BossJock for Podcasting (4) Kick off final team project		
	Video Module #4 + Jab Jab Chapter 6	Video Disc Points, Video Assignment, Jab Jab Ch 6 Questions	10/17
10/11	No New Material		
10/18	Podcasting Module #5 + Jab Jab Chapter 10	Pod Disc Points, Pod Assignment, Jab Jab Ch 10 Questions	10/31
10/25	No New Material		
11/1	LinkedIn Module #6 + Prepare to Begin Hootsuite Certification and Instructions for Fundamentals Training	Link Disc Points, Fundamentals Training Complete	11/7
11/8	Prepare for HS Advance Training	Advance Training Complete	11/14
11/15	Prepare for HS Enterprise Training + Canva Introduction	Enterprise Training Complete	11/28
11/22	THANKSGIVING BREAK - NO CLASS		
11/29	No New Material	Final Team Presentations due to Dr. Drake	11/29
12/6	Final Face to Face Class and Final Presentations	Complete HS Certification	12/6