Instructor:

Dr. Perry D. Drake  
Mobile: 914-299-4879 (call or text)  
Twitter: @pddrake  
Email address: drakep@umsl.edu  
Campus Office: 427 SSB Office Suite

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 medial 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/1/6sYMKzH3GL7lqoEJHpujdHa

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:

<table>
<thead>
<tr>
<th>Event</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livestreaming Disc Points</td>
<td>10</td>
</tr>
<tr>
<td>Livestreaming Assignment</td>
<td>20</td>
</tr>
<tr>
<td>Jab Jab Ch 1 and 2</td>
<td>10</td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Date</th>
<th>Material Assigned</th>
<th>Homework Assigned</th>
<th>Due Date of Homework</th>
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<tbody>
<tr>
<td>8/23</td>
<td>First Face to Face Class</td>
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<tr>
<td>8/30</td>
<td>Livestreaming Module #1 + Jab Jab Chapters 1 and 2</td>
<td>LS Assignment, LS Disc Points, Jab Jab Ch 1 and 2 Questions</td>
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<td>9/6</td>
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<td>9/13</td>
<td>Blogging Module #2 + Jab Jab Chapter 3</td>
<td>Blog Disc Points, Jab Jab Ch 3 Questions</td>
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<td>9/20</td>
<td>Social Media Module #3 + Jab Jab Chapter 4</td>
<td>SM Assignment, SM Disc Points, Jab Jab Ch 4 Questions</td>
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<td>10/4</td>
<td>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</td>
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<td>Video Module #4 + Jab Jab Chapter 6</td>
<td>Video Disc Points, Video Assignment, Jab Jab Ch 6 Questions</td>
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<td>10/18</td>
<td>Podcasting Module #5 + Jab Jab Chapter 10</td>
<td>Pod Disc Points, Pod Assignment, Jab Jab Ch 10 Questions</td>
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<td>10/25</td>
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<td>11/1</td>
<td>LinkedIn Module #6 + Prepare to Begin Hootsuite Certification and Instructions for Fundamentals Training</td>
<td>Link Disc Points, Fundamentals Training Complete</td>
<td>11/7</td>
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<tr>
<td>11/8</td>
<td>Prepare for HS Advance Training</td>
<td>Advance Training Complete</td>
<td>11/14</td>
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<td>11/15</td>
<td>Prepare for HS Enterprise Training + Canva Introduction</td>
<td>Enterprise Training Complete</td>
<td>11/28</td>
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<td>11/22</td>
<td>THANKSGIVING BREAK - NO CLASS</td>
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<td>11/29</td>
<td>No New Material</td>
<td>Final Team Presentations due to Dr. Drake</td>
<td>11/29</td>
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<tr>
<td>12/6</td>
<td>Final Face to Face Class and Final Presentations</td>
<td>Complete HS Certification</td>
<td>12/6</td>
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