

Course Summary: Social Media and Search Engine Marketing

I. Course Objectives and Textbooks: Provide an effective combination of “strategy” and “hands-on experience” with various Social Media (SM) and Search Engine Marketing (SEM) platforms and applications. Provide a broad foundation of concepts, terminology and real-world application using in-class case studies. Provide numerous examples from small, start-up entrepreneurs to large established companies along with various ROI metrics. Textbooks: “**Groundswell**” and “**The Facebook Era**” and numerous online articles/blogs.

II. Weekly, Graded Real-World Application Assignments

Nearly each week students will be assigned short, topic-specific mini-cases that are designed to apply course content and enhance student problem-solving skills to be more creative, strategic and resourceful:

- ◆ Create and post content and images to their Wordpress Blog Website on subject student determines. Blog will be used later for optimization, keyword research and plug-ins to other platforms: LinkedIn, Facebook, etc. Learn WordPress functions including: widgets, plug-ins, basic HTML, linking, themes.
- ◆ Search Engine Organic and Sponsored/Paid CPC applications. Promote their Blog Website using Google Adwords advertising with free promotional \$100 Google offers using hierarchical ad copy strategies.
- ◆ Apply SEO strategies to their Website/others using Google Analytics, Market Samurai, KeywordSpy, etc.
- ◆ Create Facebook Page, actual Facebook Advertising to promote Blog Website traffic. Evaluate major brand Facebook Pages effectiveness based on in-class case study examples and evaluation matrix.
- ◆ Create LinkedIn Profile and Group. Use advanced search and apply LinkedIn to direct sales applications.
- ◆ Email platform use creating a Constant Contact professional template message and manage email lists.
- ◆ YouTube: Video creation using (i) PC Webcam and animation using Goanimate.com. YouTube upload.
- ◆ Create twitter profile and actively use custom lists, direct messaging, following strategies, protocol.
- ◆ Create a Private Community platform, create discussion forums and survey content on Ning.
- ◆ Throughout semester contribute to a class Wiki/collaborate site in building a course Glossary of Terms.
- ◆ Understand Brand Monitoring with Case Studies on Radian6 and Assignment with Sprout Social.
- ◆ Understand Social Media Manager monitoring of Twitter and Facebook with Hootsuite and FB Insights.
- ◆ Apply Groundswell textbook strategic elements to well-known products in the marketplace:
 - (i) Evaluation Criteria for Sustainability of New Social Media Technology
 - (ii) Social Technological Profile tool (assessing Technology Behaviors of target market)
- ◆ Psychological Design of Websites and SM Platforms based on Stephen Anderson’s Seductive Interactions Consulting models.
- ◆ Integrated Social Media Strategies evaluation of major consumer goods and service companies.

III. Engaging Classroom Environment: Focus on application with effective combination of lecture, case studies, video segments, on-line demonstrations of analysis tools, active discussion, review of real-world assignment requirements, and reviewing mini-case assignment submissions.

IV. Instructor Background: Paul Heller (See Complete Academic and Industry Resume)

- ◆ Teaching Social Media and Search Engine Marketing at Mercer University Atlanta MBA program, Session II Spring 2011 semester, and Oglethorpe University Evening Summer 2011 session.
- ◆ University Instructing Background
 - Business Schools: Georgia State, Kennesaw State, Mercer MBA, Oglethorpe and frequent guest lecturing at Emory to both undergraduates and MBAs.
 - Courses: Social Media and Search Engine Marketing, Quality and Service Marketing, Corporate Finance, Management Information Systems, Freshman Business
- ◆ Social Media Pursuits
 - Launched WordPress Blog August, 2010: “Propelling Undergraduate Business Schools Forward”
 - Active member of Atlanta Bloggers Users
 - Attended Web 2.0 Expo NYC (Sept 2010), Social Media Atlanta (Nov 2010), numerous others
- ◆ Education: MS Finance: Univ. of Wisconsin-Madison, BS-Electrical Engineering: Rensselaer
- ◆ Experience: Management Consulting, Hotel Owner/Operator, Contracting Officer RTC/FDIC