Course Syllabus

Social Media & Marketing Track: Course Three

Course Title:	**Online Community Management**
Course Number:	ADVA402

Class Meetings:	Section A, Friday, 9:30-11:30a, Rm, 321, Bldg. 2950. The quarter begins on Monday, October 5, and end on Friday, December 19.

Session/Year:	Fa14
Instructor Name:	Dr. Pete Markiewicz
Email Address:	pmarkiewicz@aii.edu
Phone:	Comeon, it's the 21st century, dude
Class website:	http://www.plyojump.com/courses
Contact me at:	pindiespace@gmail.com
Social Networks	On Facebook or Linkeding (preferred) username: "pindiespace" or search on "Pete Markiewicz"

Instructor Availability Outside of Class: BY APPOINTMENT ONLY. Office Hours are 7:30a-12:00p, Monday, in the Tutoring Center, Rm. 321, Bldg. 2950.

Online Community Management

Course Description:
Focus on developing the knowledge and skills for how to design, create and manage online communities as a business model for relationship marketing. Build and maintain a fan base using social networking tools and engage participants in ongoing conversation around a brand or idea.

Course Focus:
Exploration of how online communities function in marketing, popular methods for developing online communities, and techniques for creating and managing an authentic online community centered around a product or brand. Analytics and SEO relevant to online communities will also be considered.

Course Corequisite(s): *None*

Course Length:	11 Weeks
Contact Hours:	Total # Hours
Lecture:	# Hours per quarter
Lab:	# Hours per quarter
Credit Values:	# Credits

Quarter Credit Hour Definition:

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A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or

(2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practical, studio work, and other academic work leading to the award of credit hours.

Course Competencies:
Upon successful completion of this course, the student should be able to:

Explore how social media has redefined the concept of community within today's society
- Define community and social systems

Analyze the role of online communities as a business model for relationship marketing
- Discuss keys to positive, ongoing interactions
- Discuss appropriate responses to negative feedback

Identify the skills required for serving as an effective online community manager
- Discuss examples of successful strategies currently used

Examine the relevant privacy, ethical and legal issues related to managing an online community
- Discuss current online trends, news and legislation

Design, create and manage an online community using social networking tools
- Build a fan base
- Maintain a loyal fan base

Generate and guide conversation around a specific brand or idea to engage participants
- Provide a value-added user experience
- Demonstrate communication skills appropriate to the selected social channel

Course Prerequisite(s): *Fundamentals of Business*

Instructional Materials and Reference:

Text(s):
   a. Kerpen, *Likeable Social Media*, ISBN: 0071762345

   b. Handley, *Content Rules: How to Create Killer Blogs, Podcasts, Videos, EBooks, Webinars (and More) That Engage Customers and Ignite Your Business,* ISBN: 9780470648285

c. Evans, *Social Media Marketing: An Hour a Day* , ISBM: 9780470344026

d. Safko, *The Social Media Bible: Tactics, Tools, and Strategies for Business Success,* 2nd Edition ,
   ISBN9780470623978

e. Qualman, *Socialnomics: How Social Media Transforms the Way We Live and Do Business,* 2nd
   Edition, ISBN: 9781118232651

Online Resources:
> http://www.mashable.com
> http://www.marketingsherpa.com/

Method of Instruction: This course will be delivered as a combination of lecture, discussion, demonstration, and lab assignments. Labwork includes creation and maintenance of an online community CMS (e.g. blog, discussion, interest group).

Materials and Supplies: Internet connection

Technology Required: Computer lab with Internet access

Digital Bookshelf & Course eBook:
If your class uses an electronic book, "ebook", your required textbook for this course is delivered via electronic format. You do not need to purchase a hardcopy textbook. You will be able to access your eBook via eCompanion (http://myaicampus.com) beginning no later than the first day of class. Once you have accessed your eBook via eCompanion, you can then also choose to download the eBook to a personal computer using the Digital Bookshelf software (http://vitalsource.com/downloads). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions.

To start using your eBook, enter the eCompanion site for this class. Click on the "Digital Textbook" link on the left-side navigation bar. Then, click on the link for the book.

For support using the Digital Bookshelf, contact Campus Support at 1-866-642-2771 or campus_support@aii.edu. This support group is available SEVEN DAYS A WEEK from 7:00 AM – MIDNIGHT Eastern Time.

Grading Scale:
All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90

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B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Process for Evaluation: (Must include, may modify)

Class Participation	10%
Assignments and Exercises	50%
Mid-Term Project/Examination	15%
Final Project/Examination	25%
Total	100%

*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.

Student Evaluation/Grading Policies: (Must include, may modify)

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any

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resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

- Cell phones may NOT be used in the classroom. If you have an emergency that requires you to take a call during class, you MUST inform the instructor before class begins, and step outside the room to take the call or text message.

School-Wide Attendance Policy:

Students who do not attend any classes for fourteen (14) consecutive calendar days and fail to notify the Academic Affairs Department will be withdrawn from school. In addition, the student may be involuntarily withdrawn at the discretion of the Academic Director, and with the approval of the Dean of Academic Affairs, at any time.

Course Attendance Policy:

Successful completion of a course is dependent upon regular attendance in the classroom. Critical information is delivered through lecture, critique and student participation. Students are expected to be on time for each class and to stay for the entire class period. Attendance is mandatory. There are no excused absences. All missed class time must be recorded as such.

- If a student accumulates a total of two (2) full class absences during an academic quarter, his or her grade may be adversely affected.
- If a student accumulates a total of three (3) full class absences during an academic quarter, he or she may receive an F grade for the course.

Veteran Affairs Course Attendance Policy:

Students who receive VA educational benefits are required to pursue each of their courses to be eligible for benefits. In order to receive the full benefit allowance the student must attend all classes in which the student is registered throughout the academic term at the campus.

- A student who is absent from a particular course for a period of 14 consecutive calendar days will be considered not pursuing the course.
- At the end of a quarter, a student must complete their final assignment or take their final exam (these dates must be documented) or not receive a grade of W, WF or an unearned F, or their last date of attendance will be provided to the VA.

Withdraw from a Course:

In order to withdraw from a course (that is, receive a grade of "W"), a student must meet with his or her Academic Director before noon on the Friday of week 9.

Academic Dishonesty:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institutes. Academic dishonesty includes but is not limited to: plagiarism and cheating;

misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Plagiarism is the use (copying) of another person's ideas, words, visual images or audio samples, presented in a manner that makes the work appear to be the student's original creation. All work that is not the student's original creation, or any idea or fact that is not "common knowledge," must be documented to avoid even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception, fraud, or breaking the rules set forth by the instructor of the class. Cheating may include but is not limited to: copying the work of others; using notes or other materials when unauthorized; communicating to others during an exam; and any other unfair advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a Student Conduct Committee. If the committee determines that there has been a violation of the Academic Dishonesty policy, the student will automatically fail the class and, depending on the severity of the infraction, may face further disciplinary action up to and including suspension from classes or expulsion from school.

Disability Policy Statement:
It is our policy not to discriminate against qualified students with documented disabilities in our educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class LaToya Williams in Student Affairs located on the 3rd floor of Building 2950.

Disability Services:
The Art Institute of California – Los Angeles provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of California – Los Angeles.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator, LaToya Williams, of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact LaToya Williams in Building 2950 Room 326, telephone number 310.314.6112. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

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Student Assistance Program:
The Talk One2One is a pre-paid service, provided through The Art Institute of California – Los Angeles, that offers a menu of services and support accessible 24/7 to assist the student in attaining balance and academic success, including: counseling, budget and debt assistance, information and resource referrals, consultations, and new parent coaching. If you are in need of services, contact Talk One2One at 888-617-3362.

Weekly Outline

Tuesday, November 11th (Veteran's Day), Thursday, November 27th (Thanksgiving), and Friday, November 28th are campus holidays. No classes are scheduled.

Week 1: **Lecture:** Definition of Community and Social Systems.
Lab: Differences between traditional and online community marketing. Online exploration of popular communities. Picking a topic for an online community. Sample online community statistics.
Homework: Research into scope of online communities, develop brief for project.

Week 2: **Lecture:** User Engagement and User Generated Content
Lab: Personas and Demographics. User Experience and its effect on community engagement. Online exploration of user-generated content
Homework: Create online community system, audience personas

Week 3: **Lecture:** Relationship Marketing
Lab: User Journeys for relationship marketing
Homework: Create user journeys for define audience

Week 4: **Lecture:** Legal, Ethical and Privacy Issues
Lab: Research security, privacy, terms of use statements online. Explore "nudge" theory for community interaction.
Homework: Develop documents for legal, ethical, privacy for online posting

Week 5: **Lecture:** Designing and Creating Online Communities Using Various Tools
Lab: Study blogs, discussions, chats, guest articles, curated and licensed content. SEO and analytics tools. Keyword monitoring. Role of Information Architecture (IA) in online communities. Information and content audits.
Homework: Set up analytics tools. Develop keyword SEO and related monitoring strategies.

Week 6: **Lecture:** Strategies for Building and Maintaining a Loyal Fan Base
Lab: Theory of critical systems, drop "go viral" and follow the "fire metaphor" or developing and online community
Homework: Conduct online promotion for community, evaluate using analytics tools.

Week 7: **Lecture:** Generating and Guiding Conversation around a Brand or Idea
Lab: Copywriting for the web. Inverse pyramid writing styles. Things to avoid in writing. Use of visual imagery and rich media (audio, video) in online communities)

        Homework: Generate boilerplate writing. Create writing guide for your online community.

Week 8:   **Lecture:** Creating a Value-Added User Experience
Lab: More on user experience. Keeping content aligned with the user. Monitoring the give and take relationship. Creating "nudge" systems. Special issues in B2B marketing.
Homework: Iterate Ux deliverables (Personas, User Journeys) from earlier work. Develop a "nudge" based User Journey

Week 9:   **Lecture:** Responding to Negative User Feedback
Lab: Types of negative feedback. Responding to negative feedback. Dark communities. Content fatigue. Fixing dysfunctional organization behind the online community.
Homework: Develop strategy to deal with common forms of negative feedback. Iterate your community based on current user input according to these rules

Week 10:   **Lecture:** Customizing Communications across Social Media Channels
Lab: Cross-media authoring. Customizing for specific demographics and personas. Extending user engagement into multiple media. Moving online communities into "lean back" environments (e.g. Twitter -> Digital TV)
Homework:

Week 11:   **Lecture:** Online Community Management Final Projects
Lab: Students present their final project results and deliverables.
Homework: none