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Office hours by appointment

**MARK 569–001, Social Media & Content Marketing**  
**Winter 2017, Nov. 13–Feb. 19, Monday, 6–9 p.m.**  
**Schreiber Center, Room 725**

**Course Description**

- This course examines the connection between social media and content marketing for the purposes of branding, acquisitions, customer retention, employee recruitment, and other important organizational initiatives.
- Prerequisites: MARK 460.

**Course Overview**

This course is designed to give students the hands-on skills needed for success in social media and content marketing. Through examination of the latest tools and tactics as well as real-world client work, students will learn to think critically and execute strategically in order to build valuable online communities for brands.

**Course Objectives and Learning Outcomes**

Graduates of this course will be able to:

- Develop social media and content marketing strategies that drive value.
- Assess, implement, and leverage tools to build community and attract customers.
- Prove the ROI of any social media or content marketing effort.

**Required Materials**

- *Content Chemistry: An Illustrated Handbook for Content Marketing* by Andy Crestodina

**Suggested Reading**

- *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content* by Ann Handley

**Course Requirements and Grading Criteria**

Peer Evaluation.....	5%
Individual Writing Assignment.....	10%
Google Analytics Individual Qualification.....	10%
Group Tools Presentation.....	10%
Quizzes (2).....	20%
Class Participation.....	20%
Social Media Project.....	25%
● Social Media Strategy.....	10%
● Social Media Management.....	15%

\* Extra credit may be given at the discretion of the instructor.

\*\* See Instructor Policies for further details on grading.

**Course Grading Scale**

A	100–93%
A-	92–90%
B+	89–87%
B	86–83%
B-	82–80%
C+	79–77%
C	76–73%
C-	72–70%
D+	69–67%
D	66–60%
F	59% and below

## Quinlan School of Business Policies

### Attendance

Class attendance and participation are fundamental components of learning, thus punctual attendance at all classes, for the full class-meeting period, is expected of Quinlan students. Absences and tardiness may negatively affect an individual's final grade. Students are expected to be on time and prepared for each class. Notice of absences or tardiness due to unforeseen or uncontrollable circumstances must be given to the instructor at least 24 hours in advance of class starting. Students are responsible for any missed work due to absences or tardiness. Two unexcused absences will result in a full letter grade deduction; each missed class thereafter will result in an additional full letter grade deduction.

### Make-Up Examinations

**Make-up examinations are discouraged.** Exceptions may be granted only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance).

For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

### Academic Integrity

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty will be reported to the chairperson of the marketing department.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

## Instructor Policies

**Respect and responsibility are key.** The following guidelines will ensure a productive and rewarding classroom experience for all:

- Attendance and participation are mandatory and non-negotiable. Attendance is worth 20% of your final grade. Thus, each class is worth 2 points, which are earned by: 1) showing up on time and staying for the entire class, and 2) having your voice heard at least once. Exceptions will be made only in extenuating circumstances.
- There is a zero-tolerance policy for any disrespect or speaking out of turn. That includes talking or attending to other tasks during lectures as well as your classmates' presentations. Any sign of distraction (whispering, internet surfing, texting, etc.) or pattern of disrespect will impact your final participation score.
- There is a 48-hour window for acceptance of late assignments; however, your points will automatically be reduced by 50% for any tardiness in turning in required work. Exceptions will not be made for "technical difficulties." After the 48-hour window, assignments will not be accepted, and you will receive a 0.
- Assignments and final projects will be run through a plagiarism detector. Any indication of plagiarism, which includes lifting another author's work without attribution, will result in a 0 for that assignment and be reported to the chair of the marketing department for further review and possible expulsion from the university. (Refer to Academic Integrity above.)
- Phones must be turned off and placed out of reach at all times except during breaks. Laptops may be used only for coursework and must be closed during guest lectures. Violations of this policy will result in 0 participation points for that class and, if deemed a pattern, will significantly impact your final participation score.
- Recording devices are not permissible without prior approval.
- Coffee, tea, water, and soft drinks are permissible. Breaks will be given around the midpoint of each class for snacks and quick meals, but food should not be brought into the classroom.

## Course Schedule

WK	DATE	ACTIVITY	ASSIGNMENTS (DUE THE FOLLOWING CLASS)
1	Nov. 13	Introduction & Course Overview	<ul style="list-style-type: none"><li>• Start reading <i>Content Chemistry</i>, Introduction and Part 1.</li><li>• Complete Google Analytics for Beginners, Unit 1 and Unit 2.</li><li>• Come prepared with at least three questions to</li></ul>

			ask the client during next class.
2	Nov. 20	<b>Social Strategy</b> <ul style="list-style-type: none"> <li>• Client visit</li> <li>• Social media discussion</li> <li>• Content and writing tips</li> <li>• Course project: Social media strategy requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Continue with <i>Content Chemistry</i>, Introduction and Part 1.</li> <li>• Complete Google Analytics for Beginners, Unit 3.</li> </ul>
3	Nov. 27	<b>Social Publishing, Engagement, &amp; Analytics</b> <ul style="list-style-type: none"> <li>• <b>Group B presentations: Sprout Social and Moz</b></li> <li>• <i>Generation Like</i></li> <li>• Social media discussion</li> <li>• Content and writing tips</li> </ul>	<ul style="list-style-type: none"> <li>• Finish reading <i>Content Chemistry</i>, Introduction and Part 1.</li> <li>• Complete Google Analytics for Beginners, Unit 4.</li> <li>• <b>Group A begins managing client's social channels Nov. 27, lasting through the week of Jan. 1.</b></li> </ul>
4	Dec. 4	<b>Social Listening &amp; Monitoring</b> <ul style="list-style-type: none"> <li>• Guest lecture</li> <li>• <b>Group B presentations: Hootsuite and SEMrush</b></li> <li>• Quiz #1 review</li> <li>• Social media discussion</li> <li>• Content and writing tips</li> </ul>	<ul style="list-style-type: none"> <li>• Study for Quiz #1.</li> </ul>
5	Dec. 11	<b>Paid Social</b> <ul style="list-style-type: none"> <li>• <b>Quiz #1</b></li> <li>• Social media discussion</li> <li>• Content and writing tips</li> <li>• Individual writing assignment requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Start reading <i>Content Chemistry</i>, Part 2.</li> <li>• Complete Advanced Google Analytics, Unit 1 and Unit 2.</li> <li>• <b>Group B will take over managing client's social channels on Jan. 8, lasting through Feb 18.</b></li> </ul>
<b>WINTER QUARTER BREAK — NO CLASS DEC. 18, DEC. 25, JAN. 1, JAN. 8, &amp; JAN. 15</b>			
6	Jan. 22	<b>Content Strategy</b> <ul style="list-style-type: none"> <li>• <b>Group A presentations: Spredfast and Ahrefs</b></li> <li>• Social media discussion</li> <li>• Content and writing tips</li> </ul>	<ul style="list-style-type: none"> <li>• Continue with <i>Content Chemistry</i>, Part 2.</li> <li>• Complete Advanced Google Analytics, Unit 3.</li> </ul>

			<ul style="list-style-type: none"> <li>• Complete individual writing assignment (bring to next class).</li> </ul>
7	Jan. 29	<b>Content Development</b> <ul style="list-style-type: none"> <li>• <a href="#">Group A presentations: Sprinklr and BridghtEdge</a></li> <li>• Social media discussion</li> <li>• Content and writing tips</li> <li>• Editing workshop</li> </ul>	<ul style="list-style-type: none"> <li>• Finish reading <i>Content Chemistry</i>, Part 2.</li> <li>• Complete Advanced Google Analytics, Unit 4.</li> </ul>
8	Feb. 5	<b>Content Amplification</b> <ul style="list-style-type: none"> <li>• Quiz #2 review</li> <li>• Social media discussion</li> <li>• Content and writing tips</li> </ul>	<ul style="list-style-type: none"> <li>• Study for Quiz #2.</li> </ul>
9	Feb. 12	<b>Google Analytics Review</b> <ul style="list-style-type: none"> <li>• <b>Quiz #2</b></li> <li>• Google Analytics IQ review</li> </ul>	<ul style="list-style-type: none"> <li>• Study for Google Analytics IQ exam.</li> <li>• Finalize your social media strategy documentation.</li> <li>• Prepare your final presentation, covering your key findings and recommendations for the social channel you managed.</li> </ul>
10	Feb. 19	<b>Exam &amp; Wrap-Up</b> <ul style="list-style-type: none"> <li>• <b>Google Analytics IQ exam</b></li> <li>• Social media presentations: What have you learned?</li> </ul>	<ul style="list-style-type: none"> <li>• Class dismissed—enjoy spring!</li> </ul>

**Please note:** This class may occasionally deviate from the course outline above. The instructor reserves the right to make changes as needed to the course syllabus.

### About the Instructor

Brendan Shea is Director of Marketing at [Strike Social](#), an adtech firm focused on YouTube and social media advertising. In addition, over the past several years, he has taught graduate marketing at Loyola's Quinlan School of Business and has been a frequent speaker with the American Marketing Association. Previously, Professor Shea was Senior Manager of Content at Sprout Social, leading the software company's

content marketing program in support of branding, acquisitions, and product. He also served as Director of Communications for Quinlan, overseeing the school's renaming and rebranding after a historic \$40 million investment. Before Quinlan, Professor Shea managed Loyola's creative and strategic communications as Senior Copywriter, developing brand campaigns for Chicago and several global markets. With editorial training from the New York Times, Wall Street Journal, and Washington Post through the Dow Jones News Fund, Professor Shea began his career as a journalist, before transitioning to the world of advertising at Leo Burnett. He holds a Master of Science in Integrated Marketing Communications from Loyola University Chicago as well as a Bachelor of Journalism from the University of Missouri-Columbia.