GEORGETOWN UNIVERSITY
School *of* Continuing Studies
Center for Continuing and Professional Education

Dates: Monday, March 7 - Monday, March 21, 2016

Duration: Two Weeks

Location: Online

Faculty: Sarah Kaczmarek

Faculty Contact Information: please email through the Canvas Inbox. If you have issues with the Canvas Inbox, you can use - sck29@georgetown.edu.

Virtual Office Hours: By appointment through Canvas Conference. Contact me by email to set up an appointment.

COURSE DESCRIPTION

This course will provide students with an in-depth, hands-on exploration of current trends and tools including quantitative and qualitative measurement methodologies for social media. Participants will learn to communicate return on investment (ROI) of social media to a non-expert audience. Participants will develop skills to analyze how the performance of their social media strategies directly impacts the strategic priorities and mission goals of their organizations.

COMPETENCY-BASED LEARNING

This course is structured around principles of competency-based learning where the learner demonstrates the acquisition of the knowledge and skills delineated in the course objectives. This means that:
- Learning is centered on the mastery of skills or competencies, not content.
- The course is organized into focused modules that require students to demonstrate mastery of a competency.
- There is frequent assessment of skills during the course to ensure you have learned to apply learned skills.

- There is no fixed "seat" time; students work at their own pace and advance when they have demonstrated mastery.
- The competencies acquired in the course have direct ties to the workforce.

COURSE DELIVERABLES & WORK PRODUCTS

To demonstrate mastery, students must submit the following work products:
- Discussion board participation
- Answer a series of questions to calculate reach of an organization's social media platforms
- Answer a series of questions to calculate engagement for an organization's social media platforms
- Answer a series of questions to analyze customer experience for an organization's social media platforms
- Quiz on using Google Analytics to measure conversions
- Answer a series of questions to calculate social media conversions for an organization
- Partner work to plan a mock social media campaign and measure results
- Quiz on cost-based analysis and return on investment
- Evaluate the cost-based analysis and return on investment for an organization's social media campaign

STUDENT EXPECTATIONS

This course consists of 7 modules. You are expected to do the readings, watch the lecture videos, and to otherwise engage the material presented on the course website.

Your responsibilities include taking the module quizzes, completing the module deliverables, and turning in the revised final documents and project plan.

Participation is essential to your success in this class. In distance education courses you are required to participate just as if you were in a face-to-face course. This means that in order to get full credit for participation, you will have to complete all of your module assignments and quizzes.

COMMUNICATION STRATEGIES

Canvas

Georgetown University School of Continuing Studies (SCS) uses Canvas as its Learning Management System. This course will be taught entirely through the Canvas platform. To learn more about Canvas, please go through the Canvas Guide for Students.

Communication with Peers

You will be expected to communicate with your peers via the discussion board.

Email

In this course we will use Canvas to send email for private messages. You can either check your messages in the Canvas system or set your notifications to your preferred method of contact. Please check your messages at least once per day. When submitting messages, please do the following:
- Put a subject in the subject box that describes the email content with your name and module.
- Do not send messages asking general information about the class, please post those in the question forum.

Questions

In online courses, everyone will likely have many questions about things that relate to the course, such as clarification about assignments, course materials, or assessments. Please post these in the NEED HELP? question forum, which you can access by clicking the DISCUSSIONS button in the course navigation links. This is an open forum, and you are encouraged to give answers and help each other.

Turnaround / Feedback

If you have a concern and send me a message, you can expect a response within 2 business days. Please allow 3 business days for assessment submission feedback. All submissions after **Thursday, Mar 17, 11:59PM EST** will be considered final without an opportunity for resubmission.

Netiquette Guidelines

To promote the highest degree of education possible, we ask each student to respect the opinions and thoughts of other students and be courteous in the way that you choose to express yourself. The topics in this course are often controversial and promote debate. Students should be respectful and considerate of all opinions.

In order for us to have meaningful discussions, we must learn to genuinely try to understand what others are saying and be open-minded about others' opinions. If you want to persuade someone to see things differently, it is much more effective to do so in a polite, non-threatening way rather than to do so antagonistically. Everyone has insights to offer based on his/her experiences, and we can all learn from each other. Civility is essential.

NON-CREDIT GRADE SCHEMA

Students enrolled in courses at the Georgetown University Center for Continuing and Professional Education (CCPE) are evaluated using Georgetown University's non-credit grading schema (unless otherwise noted), which is explained as follows:

Successfully Completed (SC)

A grade of Successfully Completed (SC) denotes that the student successfully completed all course and attendance requirements as determined by the Georgetown University faculty of record. Students must meet three criteria to receive a grade of SC:

> **Attendance:** The student must be in attendance for all contact hours of the course.

> **Coursework:** The student must complete all required course work assigned by faculty during the course, including but not limited to case studies, problem sets, presentations, exams, quizzes, reports, papers, group projects, etc.

> **Learning Objectives:** The student must satisfactorily meet all learning objectives stated in the course syllabus or course description.

To Successfully Complete this course, you must receive 75% or higher on every graded assessment. For example, if an assignment is worth 10 points, you must receive at least 7.5 points to Successfully Complete the assignment. You will have three attempts on each quiz. For assignments I will grade, such as the WBS, you can resubmit if your grade is below 75%. All submissions after **Thursday, Mar 17, 11:59PM EST** will be considered final without an opportunity for resubmission.

All submissions must be made by **Monday, Mar 21, 11:59PM EST**. Unless prior arrangements are made, the instructor will not accept assignments after the final due date. Requests for due-date extensions for required coursework may be granted for extenuating circumstances; however, the faculty reserves the right to grant extensions on a case-by-case basis. Please contact your faculty as soon as the circumstance and need for an extension arises - do not wait until the end of the course to request an extension.

Incomplete (I)

A grade of Incomplete (I) denotes that the student has not satisfactorily completed all course requirements or met stated learning objectives, but the student has made arrangements with the faculty to meet course requirements. All incomplete coursework must be finished within six months of the last day of that course. If the required course work is not completed within the requisite time, the grade of (I) will become the grade of record.

Attendance Verified (AT)

A grade of Attendance Verified (AT) denotes that the student was in attendance for a majority of the course, but did not satisfactorily complete all course requirements or meet stated learning objectives and the student does not intend to complete incomplete course work within one semester after the last day of the course. If the student has received permission from the faculty of record to complete incomplete course work, then faculty should assign a grade of (I) for Incomplete.

Registered but Never Attended (RE)

A grade of Registered (RE) denotes that the student was registered for a course, but failed to attend, submit required coursework, and/or meet stated learning objectives.

Withdrawn (W)

A grade of Withdrawn (W) denotes that the student formally withdrew from a course after the start of the course. Faculty cannot assign a grade of W; only the University Registrar or authorized university staff members may assign a grade of W to the student's record.

Consult the Georgetown University CCPE Resources and Policies website for information about incomplete grades, grade changes, and the appeals process.

POINTS FOR SUCCESSFUL COMPLETION (75% NEEDED ON EACH ASSIGNMENT)

Module	Assessment	Total Points	Points Needed
Module 1	Discussion board participation	**5**	**4**
Module 2	Demonstrate ability to work with native analytic applications to measure reach	**15**	**12**
Module 3	Demonstrate ability to work with native analytic applications to measure engagement	**15**	**12**
Module 4	Demonstrate ability to work with native analytic applications and other tools to measure customer experience	**15**	**12**
Module 5	Quiz on using Google Analytics to measure conversions	**10**	**8**
	Answer a series of questions to calculate social media conversions for an organization	**10**	**8**
Module 6	Partner work to plan a mock social media campaign and measure results	**10**	**8**
Module 7	Quiz on cost-based analysis	**10**	**8**

	and return on investment		
Module 7	Evaluate the cost-based analysis and return on investment for an organization's social media campaign	**10**	**8**
	Total Points	**100**	

COMPUTER REQUIREMENTS

Students need to have sufficient technology and Internet access to complete this course.

Here are the requirements listed by Canvas:

Operating Systems

- Windows XP SP3 and newer
- Mac OSX 10.6 and newer

- Linux - chromeOS

Mobile Operating System Native App Support

- iOS 7 and newer
- Android 2.3 and newer

Computer Speed and Processor

- Use a computer 5 years old or newer when possible
- 1GB of RAM
- 2GHz processor

Internet Speed

- Along with compatibility and web standards, Canvas has been carefully crafted to accommodate low bandwidth environments.
- Minimum of 512kbps

ACADEMIC INTEGRITY

As signatories to the Georgetown University Honor Pledge, you are required to uphold academic honesty in all aspects of the course, especially on exams and papers. The instructor is aware of and regularly consults all of the major Internet sources for plagiarized assignments. Thus, you are hereby cautioned to follow the letter and the spirit of the Standards of Conduct outlined in the Georgetown Honor Code. If you have any questions about conforming to rules regarding plagiarism or about the proper format for citations, consult the instructor. The first instance of plagiarism will result in an incomplete on that assignment. Any further instance of plagiarism will result in an incomplete for the course.

TECHNICAL SUPPORT

Technical Skills

As an online student your "classroom" experience will be very different than a traditional student. As part of your online experience, you can expect to utilize a variety of technologies, such as:

1. Communicate via email including sending attachments
2. Navigate the internet using a Web browser
3. Use office applications such as Microsoft Office or Google Docs to create documents
4. Learn how to communicate using a discussion board and upload assignments to a classroom Web site
5. Upload and download saved files
6. Have easy access to the Internet
7. Navigate Canvas, including using the email component within Canvas.

You can also search for Technical Support answers in the following guides:

Canvas

Click on the Help link (on top-right of page in Canvas) to reach Canvas Support, including the Canvas Student Guide and 24 hour Canvas Support Hotline at 855-338-2770.

Google Apps

Use of Georgetown University-issued accounts (Links to an external site.) for Google Mail, Calendar, Groups, Talk, Docs, Sites, Video, and Contacts is governed by the contract between Georgetown University and Google. For help managing your Google Documents, visit Google Drive Help Center (Links to an external site.)

STUDENT SUPPORT SERVICES

Services & Resources for Online Students @ the School of Continuing Studies

Students enrolled in online School of Continuing Studies SCS coursework have access to the University Library System's eResources, including 500+ research databases, 1.5+ million ebooks, and thousands of periodicals and other multimedia files (films, webinars, music, and images). Students can access these resources through the Library's Homepage by using their University username (NetID) and password (this is the same login information used to access email, BlackBoard, etc.). The Library does not mail physical items to students.

SCS students may make an appointment with a librarian to discuss a research topic, develop a search strategy, or examine resources for projects and papers. Librarians offer an overview of and in-depth assistance with important resources for senior or master's theses, dissertations, papers and other types of research. Appointments are conducted using Google Hangout (video-conferencing function) through the Georgetown Gmail System or by telephone. This service is available to currently enrolled students who need assistance with Georgetown-assigned projects and papers. Please review the Services & Resources Guide for Online Students for additional information.

COURSE CONTENT OUTLINE

This course is divided into 7 modules. Below is a detailed outline for each module with an estimate of the amount of time it should take to complete the module.

MODULE 1: INTRODUCTION (30 ESTIMATED MINUTES)

COMPETENCIES COVERED
- Identify best practices for managing social media channels and tactics for increasing engagement
  - Discuss how to measure and report on social media success

MODULE ACTIVITIES

- Lecture Video: Introduction
- Reading: Social Media Report Template
- Reading: Social Media Measurement Tools

MODULE ASSESSMENT (Suggested Due Date: Thursday, Mar 10, 11:59PM EST)

- Discussion board: Select a Topic and Discuss

MODULE 2: REACH (1 ESTIMATED HOUR)

COMPETENCIES COVERED
- Identify best practices for managing social media channels and tactics for increasing engagement
    - Discuss how to use reach performance indicators and identify best practices
- Evaluate current social media measurement tools and methodologies, both quantitative and qualitative
    - Calculate reach for at least three major platforms (Facebook, Twitter, and YouTube)

MODULE ACTIVITIES

- Lecture Video: Reach
- Lecture Video: Using Facebook Insights
- Lecture Video: Using Twitter Analytics
- Lecture Video: Using YouTube Analytics
- Reading: Reach section of the Handbook of Social Media Performance Indicators

MODULE ASSESSMENT (Suggested Due Date: Friday, Mar 11, 11:59PM EST)

- Demonstrate ability to work with native analytic applications to measure reach. Students will answer a series of questions to calculate reach for an organization's social media platforms (Facebook, Twitter, and YouTube). Students will discuss how to use reach performance indicators and identify best practices.

MODULE 3: ENGAGEMENT (1 ESTIMATED HOUR)

COMPETENCIES COVERED
- Identify best practices for managing social media channels and tactics for increasing engagement
    - Discuss how to use engagement performance indicators and identify best practices
- Evaluate current social media measurement tools and methodologies, both quantitative and qualitative
    - Calculate engagement for at least three major platforms (Facebook, Twitter, and YouTube)

MODULE ACTIVITIES

- Lecture Video: Engagement (Analyzing Social Media Performan PPT)
- Reading: Engagement section of the Handbook of Social Media Performance Indicators

MODULE ASSESSMENT (Suggested Due Date: Saturday, Mar 12, 11:59PM EST)

- Demonstrate ability to work with native analytic applications to measure engagement. Students will answer a series of questions to calculate engagement for an organization's social media platforms (Facebook, Twitter, and YouTube). Students will discuss how to use engagement performance indicators and identify best practices.

MODULE 4: CUSTOMER EXPERIENCE (1 ESTIMATED HOUR)

COMPETENCIES COVERED
- Identify best practices for managing social media channels and tactics for increasing engagement
  - Discuss how to use customer experience performance indicators and identify best practices
- Evaluate current social media measurement tools and methodologies, both quantitative and qualitative
  - Calculate customer experience for at least three major platforms (Facebook, Twitter, and YouTube)

MODULE ACTIVITIES

- Lecture Video: Customer Service (Analyzing Social Media Performance PPT)
- Reading: Customer Experience section of the Handbook of Social Media Performance Indicators

MODULE ASSESSMENT (Suggested Due Date: Sunday, Mar 13, 11:59PM EST)

- Demonstrate ability to work with native analytic applications and other tools to measure customer experience. Students will answer a series of questions to analyze customer experience for an organization's social media platforms (Facebook, Twitter, and YouTube). Students will discuss how to use customer experience indicators and identify best practices.

MODULE 5: CONVERSIONS (1 ESTIMATED HOUR)

COMPETENCIES COVERED
- Identify best practices for managing social media channels and tactics for increasing engagement
  - Discuss how to use measure conversions and identify best practices

- Evaluate current social media measurement tools and methodologies, both quantitative and qualitative
  - Calculate conversions using Google Analytics

MODULE ACTIVITIES

- Lecture Video: Conversions
  - Key concepts: referrals, advanced segments, goals, e-commerce
- Lecture Video: How to Use Google Analytics to Measure Conversions
- Reading: Conversions section of the Handbook of Social Media Performance Indicators
- Optional Reading: Google Analytics Training Manual
- Optional Videos on Google Analytics:
  - How Google Analytics Works
  - Key Metrics and Dimensions Defined
  - Reporting Overview

MODULE ASSESSMENT (Suggested Due Date: Monday, Mar 14, 11:59PM EST)

- Demonstrate ability to work with Google Analytics to measure conversions.
  - Quiz - Using Google Analytics to measure conversions
  - Answer a series of questions to calculate social media conversions for an organization

MODULE 6: SOCIAL MEDIA CAMPAIGNS (1 ESTIMATED HOUR)

COMPETENCIES COVERED
- Analyze the effect and performance of their social media practices on organizational priorities and goals
  - Evaluate social media campaigns using the core social media performance indicators
  - Plan a social media campaign using appropriate query parameters to measure results
  - Create a plan to measure the success of a social media campaign

MODULE ACTIVITIES

- Lecture Video: Social Media Campaigns
- Reading: View the Google Analytics URL builder tool
- Optional Reading: Google Analytics Training Manual

MODULE ASSESSMENT (Suggested Due Date: Tuesday, Mar 15, 11:59PM EST)

- Partner work to plan a mock social media campaign and measure results. Students will plan a mock social media campaign for an organization. Students will demonstrate how to use appropriate query parameters to measure click-throughs from social media channels. Students will plan how they would measure the success of a social media campaign using the core social media performance indicators.

MODULE 7: FINANCIAL PERFORMANCE (1.5 ESTIMATED HOUR)

COMPETENCIES COVERED
- Evaluate current social media measurement tools and methodologies, both quantitative and qualitative
  - Define non-financial and financial outcomes and the relationship between them
- Present the return on investment of social media efforts in a justifiable format
  - Define the purpose, scope, and use of a cost-based analysis and return on investment analysis
  - Appraise the financial success of an organization's social media campaign based on a cost-based analysis and return on investment analysis

MODULE ACTIVITIES

- Lecture Video: Financial Analysis
- Reading: Handout Formulas to Calculate Benefits and Costs for Social Media CBA and ROI Analysis

MODULE ASSESSMENT (Suggested Due Date: Wednesday, Mar 16, 11:59PM EST)

- Quiz - answer multiple choice questions on defining non-financial and financial outcomes, cost-based analysis, and return on investment
- Financial Analysis - Evaluate the cost-based analysis and return on investment for an organization's social media campaign