Brand-Building in a Digital Age: Applied Social Marketing

Summer 2015
Professor Sanja Partalo

COURSE SYLLABUS
*Syllabus is subject to change

COURSE DESCRIPTION

How does a 100-year old Oreo become the most talked about brand in social media? How does an up-and-comer DollarShaveClub build and grow its brand through digital and social media at a rate that threatens P&G’s Gillette? How does Hanes leverage Vine to successfully launch a new product line, resulting in groundbreaking $150MM earned media impressions?¹ What are the marketing strategies used to build and grow brands through social marketing? How are they different for established versus development brands?

In addition to answering those questions, this course examines how marketers evaluate brand-fit, the potential of and investment in different social platforms. We’ll also focus on social endorsement (an unprecedented driver of purchase) and examine the role online influencers (e.g. Michelle Phan, Paul Logan) play in development of successful social marketing strategies. Lastly, we will aim to understand legal risks marketers need to be aware of as they enter the world of branded content, user-generated content, #hashtag campaigns and contests.

The course presents the latest thinking on brand building in a digital age, with a heavy emphasis on how to drive brand awareness, preference and loyalty through social marketing.

Students will leave this class with an understanding of how to successfully leverage social marketing to build (for those students interested in Entrepreneurship) and grow (for students interested in Brand Management/Marketing) brands.

COURSE LEARNING OBJECTIVES

Students will leave this class with an understanding of cutting-edge social marketing strategies that drive brand awareness, preference and loyalty. They will gain insight into how iconic brands (e.g. Coca Cola, Oreo, Hanes) and fast-risers (e.g. startup Dollar Shave Club) have leveraged social marketing to drive results. In particular, students will gain exposure to and learn how to:

- Create a differentiated brand in social
- Use social listening tools and big-data to garner insights to fuel successful social marketing plans

¹ For those non-marketers, earned means ‘not-paid-for’.
• Successfully execute social marketing programs by understanding role of Owned, Earned & Paid Media

• Develop strategies based on market-share and maturity of the brand (Leader vs. Challenger vs. Development)

• Assess the need for and develop influencer-marketing programs

• Understand and assess legal risks in social media marketing

ASSIGMENTS
There is one major project, to be completed in groups of three students (Assignment Type A). Students are asked to develop a full social marketing strategy for an established brand (the brand will be selected by the Professor at the beginning of the course) or, if the student is working on a business plan, he/she can choose to develop a social marketing strategy for his/her brand. The majority of the project will be completed in class as we cover modules (for example, during the session on Social Tone of Voice, we will learn how to develop a differentiated, break-through brand voice for social and apply that learning to the students’ final projects).

REQUIRED COURSE MATERIALS
Recommended reading is indicated in the session descriptions below and subject to change or amendments. Slide Presentations are not distributed due to confidentiality so students should take notes they feel are relevant.

CLASSROOM NORMS AND EXPECTATIONS
The course emphasizes frameworks and case studies of best-in-class social marketing programs, with much of the course material derived from results of real-life marketing programs and campaigns, as well as materials used to train senior marketing executives at Fortune 500 companies (Coca-Cola, Target, Nestle, Hanes, Subway, etc.) and start-ups (Artissano, Dashlane, etc.). As such, confidentiality is of utmost importance.

• Visitors and non-enrolled students are not permitted to attend classes.

• Confidentiality of material discussed in class is to be maintained by all students; examples we discuss in class often include relevant company’s business performance results and it is of utmost importance that they remain in confidence.

As this is an ever-evolving field, course presentations will be supplemented by relevant guest speakers and developments in the field. As such,

*If the brand is a B2B product/service, discuss with and obtain Professor’s approval during the first session.
• Students are expected to engage in classroom dialogue.
• No laptops, tablets and smartphones unless otherwise instructed by the Professor.
• Do not walk in past starting time.
• No food allowed while guest speakers are visiting.

INCLUSION, ACCOMMODATIONS, AND SUPPORT FOR STUDENTS

At Columbia Business School, we believe that diversity strengthens any community or business model and brings it greater success. Columbia Business School is committed to providing all students with the equal opportunity to thrive in the classroom by providing a learning, living, and working environment free from discrimination, harassment, and bias on the basis of gender, sexual orientation, race, ethnicity, socioeconomic status, or ability. Students seeking accommodation in the classroom may obtain information on the services offered by Columbia University’s Office of Disability Services online at www.health.columbia.edu/docs/services/ods/index.html or by contacting (212) 854-2388.

METHOD OF EVALUATION

IMPORTANT NOTE – Please be advised that class participation requirements are taken very seriously and can materially impact student grades.

• Attendance is mandatory (email in advance if you are unable to attend class; excused absence for recruiting events, illness, etc. will not adversely impact student grade.)

More specifically, grades are based on:

Class Participation: (Individual) 50
Group Written Project: (Group) 40
Group Project Presentation: (Group) 10
# COURSE ROADMAP/SCHEDULE

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<tr>
<th>Session</th>
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<th>Overview</th>
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| 1       | Course Overview & Introduction to Social Marketing | • Foundational Blocks for Brand Building in Social  
• A Look at Best-in-Class Brands: UNIQLO, IKEA, Nando, Oreo  
• Selection of Brand for Class Project | How Social Media Is Changing Brand Building, Tracy Stokes, Forrester, May 2012  
The Warc Prize for Social Strategy 2014: Notes from the Judging of the Gold and Special Award Winners, Warc Prize for Social Strategy Analysis, 2014 |
| 2       | How to use Social Listening to Garner Data and Insights to Fuel Successful Social Marketing Plans | • Tools and Outputs for Big and Small Budgets  
• Best Practice: Oreo | The Four Social Marketing Tools You Need, Nate Elliott and Zach Hofer-Shall, Forrester, August 2013  
Five Social Data Resolutions That Will Make You A Better Marketer, Kim Celestre, Forrester, January 2015 |
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<td>3</td>
<td>Executing Marketing Programs in a Social World: Role of Owned, Earned, Shared &amp; Paid Media Emerging Platforms for Brands (Guest Speakers from Reddit and Tumblr)</td>
<td>Busting the Myth: Effective social marketing is not free Going Beyond Facebook &amp; Twitter: Investment Worthy Platforms 70/20/10 Framework</td>
<td>None</td>
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