

SOCIAL MEDIA IN SOCIETY:
The Impact on You, Consumers and the Global Business Environment
AD 72001

Boston College
Mancuso
Spring 2012
Thursdays 6:45- 8:30

Professor: Rob

Phone: (617) 697-4782
Office Hours: Thursdays
5:00pm
Email: rdjm12@aol.com

Course Description:

Social media represents a fundamental and global shift in the way we develop and maintain personal and professional relationships. Information is sought in a more personalized way, with a much higher level of participation. Our new age partnership with technology impacts trust, anonymity, ethics, privacy and society as a whole in dramatic ways. It's important to understand the pitfalls and opportunities of this new world from both a personal and business perspective. Businesses must earn customers' attention by understanding the transformative and subtle changes social media introduces to communication patterns. This is a new world where creativity, authenticity, and the appropriate use of social technologies will position businesses not only to survive, but to thrive.

Course Objectives:

You will leave this class with a better understanding of:

- The impact of social media on communication, interaction and thought patterns for society as a whole
- The benefits and drawbacks of living in a social media world
- The dangers of overutilization and what to avoid to keep a family, career and citizen healthy
- How to leverage social media tools in business – Current best practices
- Why creating original, valuable content for your customers *for free* is so important to drive sales
- How to build a community around your product, business, brand and/or service
- How to become a thought leader within your market niche, product category or industry
- Why every business/brand needs a personality – not “What is your brand?” but “What does your brand stand for?”

Course Format:

We will be analyzing and discussing case studies, articles, current events, texts, viral videos and podcasts. Any investment of time researching and reviewing the assigned text and cases will greatly enhance your enjoyment and understanding of the course.

The world of social media is rapidly expanding and we will explore this together. As we will be observing the methods through which social media touches our lives, at times you may be asked to bring your laptop, smartphone or tablet to class, if you have one. This being said, unless distinctly requested by me, these items must be silenced and left unused (aside from note taking) during class. At times we may break watch videos, guest speakers or break into groups for assignments and discussion. Unless I have said differently, all of these activities will be considered equally important and you will be responsible for the content provided in each case.

Case studies, articles and text chapters will likely be grouped by theme or industry (such as healthcare, financial services, manufacturing, etc.). This is done to facilitate discussion and participation. Discussion and participation are a big part of your grade, so come prepared by having read the materials assigned, reflecting on your own experience and question anything you feel needs more coverage. We will be discussing some major themes, and looking at social media through both the personal and professional lens. This means we have a lot to cover, so being prepared and involved in class will assure that you get the most out of it.

We will begin the semester by gaining an understanding of the different uses and tools of social media, and its impact on society, families, trust, maturity and personal interaction. These themes are just as important (some would argue more so) as the much coveted discussion of how to bend social media techniques to your will in the corporate world, which we will cover in the second half of the course.

Social Media Group Case Analysis & Presentation:

Teams of **5 or less** students will be assigned a company. The task is to analyze the company's current use of social media, discuss its effectiveness and devise an aggressive, thoughtful, *actionable* plan on how to increase awareness, drive sales and improve the reputation of the company. There will be a written report (details to be distributed in class) and a presentation *of not more than 10 minutes*, to be delivered during the final scheduled class. Obviously, the better researched, cited, and proven successful approach will be rewarded with higher grades, but keep in mind that social media is evolving rapidly. Just because you can't find an example of something working for someone else doesn't mean it won't work for your company. I urge you to balance proven strategies with taking risks. Push the boundaries of social media while maintaining a firm, researched, intelligent plan on why you think it will work.

Note on Originality: The business world is often fraught with imitation. One good idea will lead to another, and an adaption of one plan could result in a game-changing win for another. Original thought can result in first mover advantage (and occasionally disadvantage or fallout), but it is not necessary to pass off someone else's ideas as your own to *appear* creative. For example, if a company has made a brilliant social media move, adapting it to appropriately market your idea or company is acceptable, but giving credit where it is due is preferable to falsely being viewed as the inventor of the concept. Approach this as if you were on the marketing team of a company... Would you think it

wise to stand before the CEO and push an idea, hiding the fact that a competitor (or some other company you wouldn't want to be associated with) had already enacted a similar strategy? Better to know where the idea came from up front, and discuss the potential issues that could arise with being a second mover than be blindsided by the media after. Regarding your work, plagiarism will not be tolerated. Therefore, please submit all your papers electronically and in hard copy. I will be using plagiarism software. Originality is rewarded, not plagiarism.

Grading Assessment:

Item	Date	Weight on Grade
Midterm Exam	3/1/12	20%
Individual Case Write-up	TBD	15%
Group Case Analysis Paper	4/26/12	30%
Group Case Analysis Presentation	4/26/12	10%
Class Participation/Attendance	Throughout	25%

Note on Class Participation: Sharing current events that are examples of the uses of social media, for a few minutes at the beginning of class, is encouraged. These voluntary, “two-minute reports” are helpful to everyone and will reflect favorably on your participation grade.

Required Texts:

1. Baym, Nancy, **Personal Connections in the Digital Age** (Polity, 2010, ISBN-10: 0745643329 | ISBN-13: 978-0745643328)
2. Li, Charlene and Bernoff, Josh, **Groundswell, Expanded and Revised Edition: Winning in a World Transformed by Social Technologies** (Harvard Business Press, 2011, ISBN-10: 1422161986 | ISBN-13: 978-1422161982)
3. Martin, Chuck, **The Third Screen: Marketing to Your Customers in a World Gone Mobile** (Nicholas Brealy Publishing, 2011, ISBN-10: 1857885643 | ISBN-13: 978-1857885644)

Note: Excerpt packets from Gillin, Paul and Schwartzman, Eric, Social Marketing to the Business Customer: Listen to Your B2B Market, Generate Major Account Leads, and Build Client Relationships (Wiley 2011), and Turkle, Sherry, Alone Together: Why We Expect More from Technology and Less From Each Other (Basic Books 2011) as well as any further articles or materials will be distributed in class.

AD 72001 COURSE OUTLINE

Note: All dates are approximate and open to change as the course proceeds.

DATE	TOPICS & ASSIGNMENTS
1/19/12	<p>A History Lesson – The history and evolution of technology and social media over the millennia and its impact on society, interpersonal relationships & the business world. The last twenty years – an overview of social media tools.</p> <ul style="list-style-type: none"> • Social Media Companies A <ul style="list-style-type: none"> ○ Businesses whose sole focus is to foster connections between people

	<p>for primarily social purposes</p> <ul style="list-style-type: none"> • Social Media Companies B <ul style="list-style-type: none"> ○ Businesses for which the internet and/or social media are essential components of the business model <p>Readings: Personal Connections in the Digital Age (PCDA), Chapters 1, 2 & please review CreateYourOwnLuck.com (for additional background on Rob Mancuso)</p>
1/26/12	<p>Social Media Youtube Tutorials</p> <p>Social media and its impact on families and interpersonal relationships – Benefits</p> <ul style="list-style-type: none"> • Classification of Social Media • Causality Philosophies <p>Readings: PCDA, Chapters 1-3</p>
2/2/12	<p>Youtube Tutorials</p> <p>CONTINUED Social media and its impact on families and interpersonal relationships – Benefits</p> <ul style="list-style-type: none"> • Classification of Social Media • Causality Philosophies <p>Readings: PCDA, Chapters 4-6 & Conclusion, SOPA, Twitter, additional articles sent via email</p>
2/9/12	<p>Social media and its impact on families and interpersonal relationships - Challenges & Strains</p> <ul style="list-style-type: none"> • Impact on maturity, independence and self-sufficiency for children & adults • Internet Bullying • Internet Predators <p>Readings: Groundswell Chapters 1-4, additional articles sent via email</p>
2/16/12	<p>Social media bringing the world together – The international and societal impact</p> <ul style="list-style-type: none"> • Occupy wall street • Flash mobs • Arab spring <p>Readings: Readings distributed via email, Groundswell Chapter 6 and 7</p>
2/23/12	<p>Social media as your news source – Who do you trust? Who should you trust? - The impact of peoples’ ability to seek out individual interests on government, society & citizenship.</p> <ul style="list-style-type: none"> • The traditional “neat package” of news (world, country, state, local, business) backed up and cited, vs. the new methodology of individual

	<p>interest seeking</p> <ul style="list-style-type: none"> • Is the new audience becoming less worldly? Less intelligent? Less open-minded? Less curious? Too narrow? Or are they more involved? More access to raw data? More <i>accurate</i>? • Who do you trust? What happens to business over the long term? What happens to society over the long term? • The multiple source method <p>Readings:</p>
3/1/12	<p>Midterm Exam</p> <p>Note: Group Case Analysis & Presentation Companies will be assigned.</p>

AD 72001 COURSE OUTLINE, CONTINUED

3/15/12	<p>Big brother is watching you! Social Media as a research tool.</p> <ul style="list-style-type: none"> • Sociological uses & implications • Business uses & implications • Case study analysis <p>Readings:</p>
3/22/12	<p>Best Practices Supporting Society – NP4C – Nonprofit <i>for</i> Consumers</p> <ul style="list-style-type: none"> • Charitable organizations • Healthcare • Mass transit • The Arts <p>Readings:</p>
3/29/12	<p>Best Practices – B2C – Business to Consumer</p> <p>Readings:</p>
4/5/12	<p>Best Practices – B2B – Business to Business</p> <p>Readings:</p>
4/12/12	<p>In-class Group Preparation & Guidance Session</p> <ul style="list-style-type: none"> • Bring your questions, ideas and research <p>Readings:</p>
4/19/12	<p>The Big Payoff - Collaborative innovation – world shrinking!</p> <p>Readings:</p>
4/26/12	<p>Group Case Analysis Presentations</p> <p>Group Case Analysis Papers Due at the <i>beginning</i> of class.</p> <p>Good luck on your future endeavors. Stay connected.</p>

Additional Notes:

Students may find the following links helpful, in reviewing and preparing case studies for this class and others.

Case Study Analysis: Analyzing a Case Study:

<http://businessmajors.about.com/od/casestudies/a/CaseStudyAnalys.htm>

How to Write a Case Study Analysis:

<http://businessmajors.about.com/od/casestudies/ht/HowToCaseStudy.htm>

