



**NEW YORK CITY COLLEGE OF TECHNOLOGY  
THE CITY UNIVERSITY OF NEW YORK  
DEPARTMENT OF BUSINESS**

**BUF 4400 Merchandising and Marketing for Digital Platforms**

Meeting Dates/Time:

Room:

PREREQUISITES: COMD 3563 and BUF 3400

CREDITS: 3

INSTRUCTOR:

Faculty Office:

Office Hours:

Office Phone:

E-mail:

**COURSE DESCRIPTION:**

In this Blackboard Web-enhanced course “Web 2.0” and “Social Media” are examined as an important transition from an old, static form of e-Commerce to one that is highly dynamic, networked and socially connected. The class will explore how these new Web 2.0 technologies and new Social Media tools are strategically utilized in the fashion industry, specifically apparel and textiles, to inform and engage customers through virtual, interactive and informative conversations for the purpose of merchandising and marketing fashion-related products to customers and to build long term and profitable relationships with them by delivering value to the customer experience.

Students will study in depth the technological infrastructure and socio-cultural forces underlying the interactive and dynamic structure of Web 2.0 e-Commerce and the effectiveness of the various Social Media tools, such as blogs, business and social networks, podcasting, viral marketing, virtual communities and wikis in the fashion industry, with a particular emphasis on apparel and textiles.

Students will conduct scholarly research and submit a final capstone Web 2.0 and Social Media tools research project on an area or topic in the fashion industry that is of interest to them in response to the classroom discussions and the assigned readings.

**STUDENT LEARNING OUTCOMES:**

At the conclusion of this course, students will be able to:

*Content Specific:*

*Assessment of Outcomes:*

Define and examine Web 2.0 and Social Media tools used in merchandising and marketing products in e-Commerce.	Class discussions and course assignments, including collaborative group work on weekly Case Studies, an individual weekly Social Media Review Comment and a final capstone Web 2.0 and Social Media Research Project.
Critically evaluate the role of Web 2.0 and Social Media tools in the merchandising and marketing of products in e-Commerce.	Class discussions and course assignments, including weekly Case Studies, an individual weekly Social Media Review Comment and final capstone Web 2.0 and Social Media Research Project.
Demonstrate a theoretical and practical working knowledge of the key technical components and applications of Web 2.0 strategies and the various Social Media tools in the merchandising and marketing of products in e-Commerce.	Class discussions and course assignments, including collaborative group work on weekly Case Studies, an individual weekly Social Media Review Comment and final capstone Web 2.0 and Social Media Research Project.
Understand and apply the best practices in the design and utilization of Web 2.0 and Social Media tools in e-Commerce advertising and marketing strategies related to e-Commerce.	Class discussions and course assignments, including collaborative group work on weekly Case Studies, an individual weekly New Media Review Comment and final capstone Web 2.0 and Social Media Research Project.

*General Education:*

The ability to pursue disciplined, inquiry-based learning in the major with the acquisition of tools for lifelong learning, including the development of skills necessary for communicating in diverse settings and groups through the use of written, oral and visual means. Work with teams, including	Class discussions and course assignments, including collaborative group work on weekly Case Studies, an individual weekly Social Media Review Comment and final capstone Web 2.0 and Social Media Research
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those of diverse composition. Build consensus.	Project.
The ability to employ logical thinking and creativity to solve problems by gathering, interpreting, evaluating and applying information discerningly from a variety of sources. Respect and use creativity.	Class discussions and course assignments, including collaborative group work on weekly Case Studies, an individual weekly Social Media Review Comments and final capstone Web 2.0 and Social Media Research Project.

**Process for Evaluation:**

Final Term Grades will be based on the following criteria:

- 1. Class Participation: 15%
- 2. Weekly Case Studies: 25%
- 3. Social Media Review Comments: 25%
- 4. Final Capstone Web 2.0 and Social Media Research Project: 35%

**Note:** There are no make-ups for an unexcused failure to submit a required weekly assignment. In addition, please review the “Digital Device Policy” for the course in “Class Rules” below.

*Late and Missed Assignments:* The professor will not accept any late or missed assignments absent clear, convincing and compelling evidence demonstrating adverse and unforeseen circumstances over which a student had no control and that consequently prevented the timely completion and submission of the assignments.

What constitutes “clear, convincing and compelling evidence” is in the sole discretion of the professor. Examples include, but are not limited to, a serious accident, hospitalization, illness or sudden medical condition of the student, or of a member of the student’s immediate or extended family, a death in the immediate or extended family, or an unforeseen, unavoidable and mandatory personal or professional obligation.

**Extra Credit Projects:** Students who have not completed at least 60% of the scheduled weekly assignments by the end of the semester **are not eligible to complete an Extra Credit Project**. The opportunity for a student to otherwise complete an Extra Credit Project is at the sole discretion of the professor.

### **RECOMMENDED TEXTBOOK:**

Barker, M.S., Barker, D.I., Bormann, N.F., Zahay, D. and Roberts, M.L. (2016). Social Media Marketing: A Strategic Approach (2nd ed.) South-Western Cengage Learning.

### **COURSE POLICIES & PROCEDURES:**

**Course Expectations, Preparation and Participation:** Each student will be expected to timely complete the assigned weekly readings and assignments. Students must also actively participate in and contribute to the class discussions.

### **Class Rules:**

1. According to page 34 of the Student Handbook, “The use of cell phones is prohibited in classrooms . . . [and] any other areas where instruction . . . is taking place.” Accordingly, the use of cell phones, smart phones, or any other wireless hand held device in this class is **strictly prohibited**.

Both anecdotal evidence and recent empirical studies indicate that while such devices can, in certain contexts, serve as an aid to academic scholarship, their use during actual instruction and study is a severe distraction that results in poor academic performance and grade point averages.

Moreover, the use of such devices in many social and professional settings, particularly professional meetings, is generally considered to be rude and, in certain instances, absolutely forbidden. For example, in most U.S. courts such devices are not even allowed into the courtroom, let alone used, and are temporarily confiscated by court officers at the courthouse door.

Accordingly, this class will adhere to the following “Digital Device Policy” prohibiting the use of such devices during all in class meetings:

- a. First Infraction: Cautionary reminder and warning;
- b. Second Infraction: 5-point deduction from the student’s class participation grade;
- c. Third Infraction: Additional 10-point deduction from the student’s class participation grade;
- d. Fourth Infraction: Additional 15-point deduction from the student’s class participation grade;
- e. Fifth Infraction: The student will receive an automatic grade of “F” for class participation.

2. Students are expected to conduct themselves at all times in a responsible and professional manner. Food and/or beverages are not permitted in the classroom.
3. Each unexcused late arrival or early departure from the class lecture will result in a 2-point deduction from the class participation grade.
4. Stop the professor during the class by raising your hand, speak to the professor at the end of the class, send an e-mail or visit the professor during scheduled Office Hours if you do not understand something presented in the class textbook, videos or lectures.
5. Do not repeatedly wander in and out of the classroom during the lecture absent an extreme emergency. Doing so serves to disrupt the class and is distracting to both the professor and other students.
6. Finally, do not hesitate to contact the professor if you have further questions or concerns regarding the course material or any other aspect of your academic studies. Students are encouraged to meet with the professor during scheduled Office Hours or at some other agreed upon time that is mutually convenient for both the student and the professor.

## **GRADES:**

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

## **Assessment Methods:**

The following metrics will be used to assess student mastery of the Student Outcomes for the course: (1) the satisfactory, individual contributions to the Weekly Web 2.0 Cases Studies completed in collaborative group work in e-Marketing Research Firms (the “e-Firms”) as discussed below; (2) a satisfactory record of class preparation and participation; (3) the satisfactory submission of a weekly “Social Media Review Comment” (as discussed below); and

(4) the receipt of a passing grade on the Final Capstone Web 2.0 and Social Media Research Project (as discussed below).

### **Formation and Responsibilities of the e-Marketing Research Firms:**

At the beginning of the semester the professor will randomly assign individual students to an “e-Marketing Research Firm” (“e-Firm”). Following the formation of the e-Firms, the professor will designate on a weekly basis a member of the e-Firm to act as the Chief Marketing Officer (“CMO”). Each week, under the direction of the CMO, the e-Firm will collaboratively analyze and submit its responses to the Web 2.0 and Social Media Case Study Questions and Problems assigned by the professor for that week.

### **The Weekly Social Media Review Comment:**

Every week each student must post to the Blackboard “Discussion Board” a brief “Social Media Review Comment” summarizing a fashion industry article or online fashion Web site of the student's own choosing that discusses or features one or more of the Social Media tools presented in the course. The article or Web site chosen need not necessarily focus on a Social Media tool currently being studied in the course but may concern those either already studied or that will be covered in the course in the future.

The “Social Media Review Comment” must include the following: (1) the name, date and author of the fashion publication from which the article was chosen or the name of the fashion Web site that was reviewed; (2) a posted hyperlink to the article or Web site; (3) a summary and critique, in the student's own words, of what Social Media tool was reviewed in the chosen article or Web Site; and (4) the relationship between the featured Social Media tool discussed in the article or used by the Web site and the Social Media tools being studied in the course.

Most importantly, in addition to each student posting their own "Social Media Review Comment," every student is also required to briefly comment on no less than three (3) of the postings of their fellow classmates, especially if other students chose the same article or Web site as the student, and award the Comments a rating of between 0 to 5 Stars by entering the rating in the box that appears in the student's responsive thread. Criteria for the ratings are found in the “Peer Review Criteria Memo” located in the “Course Documents” hyperlink of Blackboard.

### **Final Capstone Web 2.0 and Social Media Research Project:**

Each student will be expected to submit a Final Capstone Web 2.0 and Social Media Research Project analyzing a real or hypothetical fashion industry Web Site. The project may be a written paper, video presentation, prototype e-Commerce Web site, or any other multimedia presentation. The project should include the following criteria:

(1) The Web 2.0 and Social Media Research Project should take into consideration the general theoretical and practical concerns that will be discussed in class and in the assigned readings. In particular, the project should have a perspective on creating customer value in the context of Web 2.0 strategies and the application of Social Media tools in the merchandising and marketing

of products in e-Commerce. To assist and guide students in this process the professor will distribute a “Web 2.0 and Social Media Tool Analysis Checklist” with key items that must be discussed in the project.

(2) Students may complete the Web 2.0 and Social Media Research Project individually or team up with other classmates. In the event students choose to work with one or more classmates on the project, the students must submit to the professor an explanation of how the work will be divided and who will be responsible for which sections of the project.

(3) The Web 2.0 and Social Media Research Project should adhere to the following schedule:

a. A Proposal for the Web 2.0 and Social Media Research Project must be submitted to the professor during the fourth week of classes.

b. An Outline and Status Report on the progress of the Web 2.0 and Social Media Research Project must be submitted to the professor during the eighth week of classes (note that this submission will be factored into your Mid Term Grade).

c. The final Web 2.0 and Social Media Research Project is due to be submitted to the professor during the final week of classes.

The professor will remind students of these dates during the course of the semester. Please take this schedule seriously. Each submission will be responded to with comments and suggestions from the professor. In addition, the professor may be able to provide students with additional research materials helpful to the research and project development process.

The parameters outlined above are the minimum and students are encouraged to be as free and creative as possible in their final project. The basic expectation is that students will show the professor that they understand the theoretical and practical issues of Web 2.0 and Social Media tool business strategies and activities as applied in the fashion industry and that students can apply them in manner that is consistent with what they have learned in class.

### **INFORMATION LITERACY STATEMENT**

Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

### **ATRIUM LEARNING CENTER (Located in Room: ALC AG 18):**

Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral communication and computer applications. Both peer and faculty tutors are available for assistance. The Academic Learning Center offers academic assistance to all students through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Learning Center on campus and on Blackboard.

**CUNY’s Academic Integrity Policy:** *Academic dishonesty is prohibited in The City University of New York.*

Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

**Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

**Plagiarism** is the act of presenting another person’s ideas, research or writings as your own.

**Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:  
[http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)

**COMPLIANCE WITH AMERICAN DISABILITIES ACT:**

Any student who seeks a reasonable accommodation of a disability with respect to an academic matter should obtain a CUNY City Tech College Request For Accommodation of Disability Form, as soon as the need becomes apparent, from one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support Services.

Phone # 1.718. 260.5143

Fax: # 1.718. 254-8539

**SCHEDULE OF TOPICS**

<b>Week</b>	<b>Topic</b>	<b>Read for Class</b>
<b>Week 1</b>	The Role and Importance of Social Media Marketing	Textbook: Chapter 1
<b>Week 2</b>	Goals and Strategies	Textbook: Chapter 2
<b>Week 3</b>	Identifying Target Audiences	Textbook: Chapter 3



<b>Week 4</b>	Rules of Engagement for Social Media Marketing	Textbook: Chapter 4
<b>Week 5</b>	Social Media Platforms and Social Networking Sites	Textbook: Chapter 5
<b>Week 6</b>	Micro Blogging	Textbook: Chapter 6
<b>Week 7</b>	Content Creation and Sharing Blogging, Streaming Video, Podcasts and Webinars	Textbook: Chapter 7
<b>Week 8</b>	Video Marketing	Textbook: Chapter 8
<b>Week 9</b>	Marketing on Photo Sharing Sites	Textbook: Chapter 9
<b>Week 10</b>	Social Bookmarking and News Aggregation and Collaboration	Textbook: Chapter 10
<b>Week 11</b>	Content Marketing: Publishing Articles, White Papers and E-Books	Textbook: Chapter 11
<b>Week 12</b>	Mobile Marketing on Social Networks	Textbook: Chapter 12
<b>Week 13</b>	Social Media Monitoring	Textbook: Chapter 13
<b>Week 14</b>	Tools for Managing the Social Media Marketing Effect	Textbook: Chapter 14
<b>Week 15</b>	The Social Media Marketing Plan	Textbook: Chapter 15