**Course Background**

**Social Media for Marketing (BUS475)**
- Students gain familiarity with social media tools, metrics, and their strategic use for marketing
- Students form a social media marketing agency and work as a member of a department for a real client using a real budget
- Students design, execute, and evaluate a social media campaign
- Lecture, cases, team projects, small group discussions, and self-directed study are also used
  - Hootsuite Certification
  - Google Analytics Individual Qualification (IQ) Certification
- Average class size: 25

**Course Changes**

During the Spring Semester:
- Self-directed study for the Google Analytics IQ exam over a three week period, accompanied by supporting handouts, exercises, study guides, and two debrief sessions.
- **Zero percent** pass rate by the deadline.

During the Fall Semester:
- Self-directed study extended to five weeks
- Students were asked to turn in their (computer corrected) exercises four times
- Two class sessions asked students to complete individual exercises – Pair, Square, Share
- Two class sessions asked students to complete analyses in small groups and present the results to other groups

**Results**

- Accountability helped students take advantage of the structure
- Opportunities for verbal feedback after individual and group activities minimized additional grading
- Student submissions and discussions suggested improved understanding and confidence over time

Pass rate by the deadline

**Spring Semester 2016:** 0%
**Fall Semester 2016:** 100%