# Course Approval Form

For approval of new courses and deletions or modifications to an existing course. More information is located on page 2.

**Action Requested:**
- [X] Create new course
- [ ] Delete existing course
- [ ] Modify existing course (check all that apply)
  - [ ] Title
  - [ ] Prereq/coreq
  - [ ] Credits
  - [ ] Schedule Type
  - [ ] Repeat Status
  - [ ] Restrictions
  - [ ] Grade Type

**Course Level:**
- [ ] Undergraduate
- [X] Graduate

**College/School:**
College of Visual & Performing Arts

**Department:**
Arts Management

**Submitted by:**
Richard Kamenitzer
Ext: 39194
Email: rkamenit@gmu.edu

**Subject Code:** AMGT
**Number:** 630
**Effective Term:**
- [X] Fall
- [ ] Spring
- [ ] Year 2012
- [ ] Summer

**Title:**
New Viral Marketing & Social Media

**Credits:**
- [X] Fixed
- [ ] Variable

**Repeat Status:**
- [X] Not Repeatable (NR)
- [ ] Repeatable within degree (RD)
- [ ] Repeatable within term (RT)
- [ ] Total repeatable credits allowed: 0

**Grade Mode:**
- [X] Regular (A, B, C, etc.)
- [ ] Satisfactory/No Credit
- [ ] Special (A, B, C, etc. +IP)

**Schedule Type Code(s):**
- [X] Lecture (LEC)
- [ ] Lab (LAB)
- [ ] Recitation (RCT)
- [ ] Seminar (SEM)
- [ ] Internship (INT)
- [ ] Studio (STU)

**Prerequisite(s):**
Admission to Arts Management program or permission of program director.

**Corequisite(s):**

**Special Instructions:** (detailed description of modification, add restrictions for major, college, or degree; cross-listed courses; hard-coding; etc.)

**Catalog Copy for NEW Courses Only** (Consult University Catalog for models)

<table>
<thead>
<tr>
<th>Description (No more than 60 words, use verb phrases and present tense)</th>
<th>Notes (List additional information for the course)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course focuses on Internet marketing, online implementation of a marketing plan across multiple platforms, and integration between an arts organization’s online and offline marketing strategies. We will cover: Word of Mouth and Buzz marketing; Websites and Blogs; and Social Media. The course explores how to develop and implement cost effective viral marketing strategies that instill a unique branding element.</td>
<td></td>
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</tbody>
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**Indicate number of contact hours:**

| Hours of Lecture or Seminar per week: | 3 |
| Hours of Lab or Studio: | |

**When Offered:**
- [X] Fall
- [ ] Summer
- [X] Spring

**Approval Signatures**

<table>
<thead>
<tr>
<th>Department Approval</th>
<th>Date</th>
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<tbody>
<tr>
<td>College/School Approval</td>
<td>Date</td>
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If this course includes subject matter currently dealt with by any other units, the originating department must circulate this proposal for review by those units and obtain the necessary signatures prior to submission. Failure to do so will delay action on this proposal.

**For Graduate Courses Only**

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Unit Approval Name</th>
<th>Unit Approver’s Signature</th>
<th>Date</th>
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</table>
AMGT 630 Viral Marketing & Social Media Credits: 3
VIRAL MARKETING & SOCIAL MEDIA FOR THE ARTS

This course examines the use of the Internet as a vital marketing tool between the arts organization and its audience. This course will focus on various Internet and social media marketing opportunities and strategies, online implementation of the marketing plan across multiple platforms, and the integration between the arts organization’s online and offline marketing strategies. This course will be broken into three components that focus on 1) Word of Mouth and Buzz marketing strategies 2) Website and Blog online content and layout, and 3) Social Media as part of the viral marketing plan. Through in-class lectures, guest lectures, and the discussion of relevant case studies, this course will explore how arts organizations can develop and implement a viral marketing strategy that is cost effective and instills a unique branding element that allows for deeper connections and interaction between the organization, its audience, and its various stakeholders.

Course Objectives:

The students will develop an understanding of:

- How to create and implement an effective viral marketing plan that is integrated with their offline marketing strategies
- Learn how to use viral marketing to create Word of Mouth and buzz marketing campaigns
- Learn how to implement a creative and unique Social Media marketing campaign
- Learn how to research and implement a viral marketing plan that allows the organization to explore specific target and niche markets
- Research and analyze viral marketing case studies

Required Reading:

By David Meerman Scott (Jan 12, 2010)

*Buzzmarketing: Get People to Talk About Your Stuff*
By Mark Hughes

*Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media*
By Linda Evans

Course Requirements:

1. For their Final Project, students must choose an arts organization and create a comprehensive viral marketing campaign
2. Students will “pitch” this Final Project campaign to a panel of their peers
3. Students will research and analyze a viral marketing campaign case study and present their analysis to the class.

Policies and Practices:

GMU Honor Code: [http://www.gmu.edu/catalog/apolicies/index.html#Anchor12](http://www.gmu.edu/catalog/apolicies/index.html#Anchor12)

Honor Code: To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal
achievement, we, the student members of the university community, have set forth this honor code: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

GMU student information and resources: [http://www.gmu.edu/mlstudents/](http://www.gmu.edu/mlstudents/)

If you are a student with a disability and you need academic accommodations, please see me and contact the Disability Resource Center (DRC) at 703.993.2474. All academic accommodations must be arranged through that office. Students must inform the instructor at the beginning of the semester, and the specific accommodation will be arranged through the Disability Resource Center.

An incomplete grade (IN) is used only if the student requests it in writing. An IN counts as a failing grade until completed, and it automatically turns into an F if a grade is not turned in by the deadline in the Schedule of Classes.

**Class Schedule**

**Week #1: Introduction to the Course**

- What is Viral Marketing?
- Viral Marketing and Brand Identity
- Viral Marketing Plans and Implementation
- Explore Cost Effectiveness Strategies
- Discuss Viral Marketing Final Project

**Section 1: Word of Mouth and Buzz Marketing Strategies**

**Week #2: Implementation of Word of Mouth and Buzz Marketing Strategies**

- Students will explore various ways to create Word of Mouth and Buzz Marketing
- Discuss Online Target and Niche Marketing Opportunities and Positioning

**Week #3: Word of Mouth and Viral Marketing**

- Students will explore various ways to create and implement Word of Mouth marketing strategies
- What is the message?

**Week #4: Buzz Marketing Strategies**

- Students will explore various ways to create and implement Buzz Marketing strategies

**Website and Blog Online Content and Layout**

**Weeks #5: Exploring Website and Blog Content and Layout**

- Students will explore various websites and discuss how layout and content are an integral part of their viral marketing strategies
- Uses of podcasts and streaming video

**Week #6: Website Critique and Analysis**

- Students will critique and analyze various websites and create a website layout that is effective and supports the overall marketing plan for the arts organization

**Week #7: Online Blog Critique and Analysis**

- Students will explore various Blogs and discuss what is effective and unique for the arts organizations
Social Media as Part of the Viral Marketing Plan

Week # 8: Social Media: What is it?

- Students will explore the various Social Media outlets (Facebook, Twitter, etc) and how they can be incorporated as a vital tool in a viral marketing plan
- Cost effectiveness and advertisement placement on Social Media sites

Week # 9: Social Media as part of the Organizations Marketing Strategies

- Students will explore how Social Media can be used to enhance and support the organizations overall marketing plan

Week #10: Social Media Marketing Plan Implementation

- Students will explore how to create and implement a Social Media marketing plan

Final Projects

Week # 11

- Final Projects Due and Panels Selected

Week # 12

- Student presentations

Week # 13

- Student presentations

Week #14:

- Student presentations and class wrap-up