 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Graduate Programs		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____	
	Department Marketing College Business (To obtain a course number, contact erudolph@fau.edu)			
Prefix MAR Number 6737	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course Lecture	Course Title Advanced Influencer Marketing	
Credits (See Definition of a Credit Hour) 3.00	Grading (Select One Option) Regular <input checked="" type="radio"/> Sat/UnSat <input type="radio"/>	Course Description (Syllabus must be attached; see Template and Guidelines) Influencer Marketing is a type of social media marketing that uses endorsements and product mentions from influencers. An influencer is a person with sway over their audience. Influencers have specialized knowledge, authority, or insight into a specific subject. They are also called content creators, Instagrammers, bloggers, vloggers.		
Effective Date (TERM & YEAR) Fall 2024				
Prerequisites MAR6815, graduate standing. <i>Prerequisites, Corequisites and Registration Controls are enforced for all sections of course.</i>		Academic Service Learning (ASL) course <input type="checkbox"/> Academic Service Learning statement must be indicated in syllabus and approval attached to this form.		
		Corequisites	Registration Controls (For example, Major, College, Level) Enrolled in a graduate college of Business degree program.	
Minimum qualifications needed to teach course: Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field).		List textbook information in syllabus or here Open Education Resources will be used for this class.		
Faculty Contact/Email/Phone Dr. Ann Root, aroot@fau.edu		List/Attach comments from departments affected by new course		

Approved by Department Chair <u>MA LL</u> College Curriculum Chair <u>Anita Pennathur</u> College Dean <u>Ken Johnson</u> UGPC Chair <u>Paul R. Telmer</u> UGC Chair <u>Paul R. Telmer</u> Graduate College Dean <u>Robert W. Johnson</u> UFS President _____ Provost _____	Date 10/19/2023 11/17/2023 11/17/2023 Dec 18, 2023 Dec 18, 2023 Dec 18, 2023 _____ _____
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Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.



Course Description

Influencer Marketing is a type of social media marketing that uses endorsements and product mentions from influencers. An influencer is a person with sway over their audience. Influencers have specialized knowledge, authority, or insight into a specific subject. They are also called content creators, Instagrammers, bloggers, vloggers.

Additional Course Description

Influencers build an audience that trusts them so their recommendations feel like they are coming from a friend. Partnering with influencers is a great way to introduce your brand or remind potential customers that they want your product without selling them too much. Influencer Marketing has a projected value of \$24.1B by 2025. Influencer marketing remains a top marketing strategy. It is an increasingly important marketing channel for brands and a growing career for content creators/influencers. Students will need to know how to utilize new and constantly updated influencer marketing strategies.

Instructional Method

This class, as scheduled, will be held in-person with a live remote option. I will teach in-person classes in the assigned classroom and on the scheduled day and time. For students who are unable to attend a class session in-person, I will provide a link to attend remotely on the scheduled day and time. Class participation will be a component of the grade and will require remote participants to be on time, stay the duration of the class, turn on their cameras, be on camera, and contribute to the class discussion. All of these must be satisfied to earn full class participation points. Lecture slides and video recordings will be available but will not substitute for attendance.

Pre-requisites/Co-requisites

MAR6815

Course Objectives/Student Learning Outcomes

By the end of the course, students will know how to implement a successful influencer marketing campaign from defining the goals, to finding the influencer to executing the campaigns and tracking the success of the campaign.

Course Objectives/Student Learning Outcomes cont.

In addition, upon completion of this course, students will be proficient in the following aspects of Influencer Marketing:

- What is influencer marketing

- What is a content creator/influencer
- 5 different types of influencers
- How do content creators make money
- How influencers work with brands
- How content creators get started
- How to find content creators
- What to include in a pitch to content creators
- How to track pitches
- Elements needed in a contract
- Follow up process
- How to run an influencer campaign
- Learn about insights for influencer campaigns

Course Evaluation Method

Case Studies 50%

Participation 20%

Client Project 30%

Case Studies: 50%

Throughout the semester we will learn about campaigns that brands have implemented and determine if they were successful or not. Some companies may include:

- Ruggable
- Fire and Kettle
- Warby Parker
- Uber Eats + Chipotle + Hinge + Rebel Wilson
- Pepsi
- McDonald's + Travis Scott
- HelloFresh + Mindy Kaling
- Biossance + Jonathan Van Ness
- ASOS

Participation: 20%

Class participation consists of completing the homework assignments, including sharing relevant articles from AdAge, answering and asking questions in class, participating in any group projects or class activities.

CLIENT PROJECT: 30%

In groups or as a class project, students will implement an influencer marketing campaign for a real company.

As students' progress through each section, they will apply their learnings to the real business.

Students will:

- Determine objectives for the influencer marketing campaign.
- Create a influencer marketing plan for the client.
- Determine the resources needed to run an influencer marketing campaign.
- If budget is available, students will implement the influencer campaign for the client.
- Learn how to find influencers that are the right fit for the client.
- Throughout the semester, students will analyze results and provide the client with a influencer marketing report.

At the end of the semester, students will create and implement an influencer marketing plan and summary of recommendations for the client. Students should present the plan in person or online to the client.

The influencer marketing plan and presentation should be inclusive of the following:

1. Title Page
2. Table of Contents
3. Executive Summary
4. Overview (an overview of the client's current or past influencer marketing campaigns)
5. Target Market
6. Competitor Assessment
7. Goals, Objectives, and Metrics
8. Influencer Marketing Strategy and Influencer Selection
9. Roles and Responsibilities
10. Content Strategy
11. Social Media Policy and Critical (Crisis) Response Plan
12. Results
13. Recommendations

Course Grading Scale

Letter	Percentage	Points
A	94% – 100%	940 – 1,000
A-	90% – 93%	900 – 930
B+	87% – 89%	870 – 890
B	84% – 86%	840 – 860
B-	80% – 83%	800 – 830
C+	77% – 79%	770 – 790
C	74% – 76%	700 – 760
C-	70% – 73%	700 – 730
D+	67% – 69%	670 – 690
D	64% – 66%	640 – 660
D-	60% – 63%	600 – 630
F	<60%	<600

Attendance Policy

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

If your college has particular policies relating to cheating and plagiarism, state so here or provide a link to the full policy—but be sure the college policy does not conflict with the University Regulation.

Required Texts/Readings

Open Education Resources will be used for this class

Ad Age

"Influencer Marketing" by Cristina Stewart-Harfmann; currently in draft form

Happy Family Blog

Course Topical Outline

MAR4??? Influencer Marketing					
#	Class Date	What	Reading	Assignments	Due Date
1	Week 1	Review syllabus Form Teams What is an Influencer & How do they Make Money	Syllabus	Team Name & Logo Target Market	
2	Week 2	Direct Pitching Managing Pitches		Case Study Competitor Assessment	
3	Week 3	Third Party Software Influencer Campaigns – deliverables and briefs		Case Study Goals, Objectives and Metrics	
4	Week 4	Influencer Pricing Influencer Contracts		Case Study Roles and Responsibilities	
5	Week 5	Billing and Insights for Influencer Campaigns Building a Business as a Content Creator		Case Study Content Strategy	
6	Week 6	Ethics and Compliance Brand Ambassadors and Affiliates		Case Study Social Media Policy and Critical Response Plan	
7	Week 7	Trends per channels		Case Study Presentation drafts due	
8	Week 8	Influencer Presentations		Presentations	











Business

Final Audit Report

2023-12-18

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