

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Undergraduate Programs		UUPC Approval <u>1/29/24</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing College Business <i>(To obtain a course number, contact erudolph@fau.edu)</i>		
Prefix MAR Number 4732	<i>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</i> Lab Code	Type of Course <input type="text" value="Lecture"/>	Course Title Introduction to Influencer Marketing
Credits <i>(See Definition of a Credit Hour)</i> 3.00	Grading <i>(Select One Option)</i> Regular <input checked="" type="radio"/> Sat/UnSat <input type="radio"/>	Course Description <i>(Syllabus must be attached; see Template and Guidelines)</i> 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, and vloggers.	
Effective Date <i>(TERM & YEAR)</i> Fall 2024	Prerequisites, with minimum grade* MAR3023 with a grade of "C" or better.		Corequisites Registration Controls <i>(Major, College, Level)</i> Enrolled in an undergraduate College of Business degree program.
<i>*Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course</i>			
WAC/Gordon Rule Course <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines .		Intellectual Foundations Program (General Education) Requirement <i>(Select One Option)</i> None General Education criteria must be indicated in the syllabus and approval attached to the proposal. See Intellectual Foundations Guidelines .	
Minimum qualifications to teach course Member of the FAU graduate faculty and has a master's degree in the subject area (or a closely related field).			
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 [Signature]</u> College Curriculum Chair <u>[Signature]</u> College Dean <u>[Signature]</u> UUPC Chair <u>Korey Sorge</u> Undergraduate Studies Dean <u>Dan Meeroff</u> UFS President _____ Provost _____			Date <u>10/19/2023</u> <u>11-30-23</u> <u>11/30/23</u> <u>1/29/24</u> <u>1/29/24</u> _____ _____

Email this form and syllabus to mjennning@fau.edu seven business days before the UUPC meeting.

MAR 4732-000

Introduction to Influencer Marketing

Day/Time

3 credits

Semester, Year

Prof. XXXXX YYYYY

Office: XXXXXX

Office hours:

Classroom:

Telephone: 561-297-XXXX

Email: zzzzz@fau.edu



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

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

MAR3023 with a grade of "C" or better

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 40%

Participation 20%

Exams 20%

Client Project 20%

Case Studies: 40%

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.

Exams: 20%

Chapter Exams based on lectures throughout the semester.

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

Happy Family Blog

“Influencer Marketing” by Cristina Stewart-Harmann; currently in draft form

Course Topical Outline

MAR4732 Influencer Marketing					
#	Class Date	What	Reading	Assignments	Due Date
1	Week 1	Review syllabus Form Teams	Syllabus	Team Name & Logo	
2	Week 2	What is an Influencer & How do they Make Money		Quiz	
3	Week 3	Direct Pitching		Overview of Current and Past Campaigns	
4	Week 4	Managing Pitches		Case Study Target Market	
5	Week 5	Third Party Software		Quiz Competitor Assessment	

6	Week 6	Influencer Campaigns – deliverables and briefs	Goals, Objectives, and Metrics
7	Week 7	Influencer Pricing	Case Study
8	Week 8	Influencer Contract	Quiz Influencer Marketing Strategy
9	Week 9	Billing and Insights for Influencer Campaigns	Roles and Responsibilities
10	Week 10	Building a Business as a Content Creator	Case Study
11	Week 11	Ethics and Compliance	Quiz Content Strategy
12	Week 12	Brand Ambassadors and Affiliates	Social Media Policy & Critical Crisis Response Plan
13	Week 13	Trends per channels	Quiz
14	Week 14	Case Study Reviews	Peer Reviews Presentation drafts due
15	Week 15	Case Study Reviews	Peer Reviews
16	Week 16	Influencer Campaigns	Presentations