MAR648/IS676 – Foundations of Social and Mobile Technologies – Fall 2017

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Course Description:

This course will explore the technical foundations of social and mobile technologies, and consider their impact on digital marketing, as well as other business contexts. The potential for social and mobile technology to serve as a new profit center for firms will be explored. Student assignments will involve the hands-on use and application of social and mobile technologies. Students will also learn how to create a simple mobile application for the iPhone, Android, or other relevant platforms. The final group project will consist of a social/mobile marketing project for a specific company or product.

Course Objectives:

At the end of this course, you will be able to:
- Describe the technical foundations of social and mobile technologies
- Create a simple mobile application
- Compare social and mobile technologies and analyze their relevance to specific organizational objectives
- Explain how data about consumers is gathered and used to predict purchasing behavior
- Develop a project plan for an organization that employs the use of social and mobile technologies
- Analyze and examine the privacy implications of social technologies and digital marketing

Course Topics:

- The development of social and mobile technologies and their impact on the Internet and broader culture
- Specific functionality of social technologies, such as Wikis, blogs, social networks, microblogging (Twitter), and crowdsourcing (Yelp)
- Measuring Web activity and Web analytics
- Location based services
- Development of mobile apps
- Privacy and security issues with social and mobile technologies
- Best practices for social and mobile applications

Technology Requirements:
- Internet access
- Windows XP (32-bit), Vista (32- or 64-bit), or Windows 7 (32- or 64-bit) Mac OS X 10.5.8 or later (x86 only)
- ***At least 25 GB free space on hard drive***
- Java software (available from http://www.java.com)
- Android Studio (from developer.android.com)
- GitHub (source code repository tool – github.com)

Required Text:
Groundswell: Winning in a World Transformed by Social Technologies, by Charlene Li and Josh Bernoff, ISBN 1422161986.

Other assigned readings and videos are available through the Blackboard site.

Course Activities:
This is a completely online course. Work will be assigned on a weekly basis. Each week will begin on Friday at Noon and end the following Friday at Noon. The first full week of class will begin the first Friday of the semester, September 8th.

In order to succeed in an online course, you must be a ***regular visitor and participant*** in the material on the Blackboard site. The online activities you will participate in include:

Discussion Board
Participation in the discussion boards is critical for maximizing student learning experiences in any online course. In this course, students are required to be a part of an online community of learners who collectively interact, through discussion, to enhance and support the professional performance of each other. Part of the assessment criteria for the course includes evaluating the quality and quantity of your participation in the discussion forum.

The Discussion Board is graded every week. Regular and active participation will be evaluated when grading. There will be nine graded forums over the semester. Your lowest Discussion Board grade of the semester will be dropped when calculating your final average.

Mobile App Exercises

Students will get experience developing mobile applications by downloading and installing Android studio. Students will learn how to install the Android Studio, configure the development environment, create an emulator (virtual device) for testing applications, and add widgets such as buttons and images to an app.

Students will also complete a simple mobile app project. Details of this assignment will be distributed later in the semester.

Group Project

The final project will be a group project to design a social and mobile marketing strategy for Company X. Details of the project will be distributed later in the semester.

Final

During week 15 a final will be administered on Blackboard consisting of fact based questions covering all material from the course, including all readings, assignments, and postings on the discussion board.

Grading:

Activity	Value
Discussion Board (lowest Discussion Board grade dropped)	30 points
Mobile App Exercises and Assignments	25 points
Group Project	25 points
Final	20 points
Total	**100 points**

Course Policies:

- Active online participation is required for success in an online course.
- Make-up midterm or final will be given only in exceptional circumstances and only if the student receives prior permission from the instructor.
- All assignments (unless otherwise instructed) will be submitted through Blackboard. Late submissions will be penalized.
- Academic Honesty –students must comply with the Pace University Academic Integrity Code http://www.pace.edu/sites/default/files/files/student-handbook/Academic-Integrity-Code.pdf .
- Grades for all assignments will be posted in each student's personal grade book on Blackboard.
- Withdrawal - Same policy as all other Pace courses.

Converting Your Numeric Grade to a Letter Grade

Average	Letter Grade
>= 94	A
>= 90 and < 94	A-
>= 87 and < 90	B+
>=84 and < 87	B
>= 80 and < 84	B-
>= 77 and < 80	C+
>= 74 and < 77	C
>= 70 and < 74	C-
>= 65 and < 70	D+
>= 60 and < 65	D
< 60	F

AMERICAN DISABILITIES ACT

http://www.pace.edu/counseling-center/resources-students-disabilities

If a student believes that he/she has a disability that may affect academic performance, that student should notify Pace University's Counseling Center for assessment and advisement. If a student tells the instructor that he/she has a disability, the instructor is bound by University policy to notify the appropriate University representative of such disability.

ACADEMIC HONESTY

Students must accept the responsibility to be honest and to request ethical standards in meeting their academic requirements. The Academic Integrity policy of Pace University states that it is unethical to plagiarize, to cheat on and examination, or to turn in work that is not yours. That means you CANNOT COPY WORK FROM SOMEONE ELSE OR SUBMIT THE SAME ASSIGNMENT AS ANOTHER STUDENT. Each student must do his/her own work. Students who fail to meet the responsibility for academic integrity subject themselves to sanctions ranging from a reduction in grade or failure in the assignment in which the offense occurred to suspension or dismissal from the University.

It is easy for an instructor to tell when content has been duplicated between students. All instructors reserve the right to challenge work they feel has not been completed independently.

http://www.pace.edu/sites/default/files/files/student-handbook/Academic-Integrity-Code.pdf