

BCB 104: Digital Marketing and Social Media Promotion in Craft Beer: **Syllabus**

The University of Vermont

Sample 2023

FACULTY AND COURSE FACILITATOR

Faculty and Faculty Contact Information:

[name and contact information for each instructor]

As faculty and industry experts, the instructors work with the other experts to review your materials, answer content questions, participate in course discussion, and deliver the online sessions. The course schedule at the end of this syllabus will list who is the lead instructor each week.

Course Facilitator and Course Facilitator Contact Information:

[name and contact information for each facilitator]

The course facilitators are your points of contact regarding general class issues, such as, discussion board grades, technical/Blackboard problems, and other general course questions.

To contact your instructors and course facilitators, use the email link in the Blackboard navigation bar to email them directly. We do our best to get back to you within 24 hrs. Please note that weekends and travel may extend this timeframe.

COURSE OVERVIEW

Course Description

Both the marketing landscape, and that of craft beer have evolved significantly over the past decade. Breweries and their marketing teams need to consider alternative strategies and tactics in order to reach and connect with prospects and consumers. What worked a few years ago, may not work now, or even a few months from now. Digital marketing has become a predominant component of many marketing mixes in recent years. And, now it is critical that multiple marketing channels and disciplines are leveraged together in order to remain relevant to the always on, always connected customer lifecycle.

This online course focuses on introducing the craft beer professional to a breadth of core and emerging digital channels and disciplines. Students will learn the holistic value of creating a clear digital marketing strategy, the tools to support it, and the skills to evaluate and refine it. Understanding the interconnected value of various marketing channels will set you apart from other beer professionals and guide your development as a digital marketing expert within this field.

Course Objectives

By the end of the course, participants will be able to:

- Plan tactics and identify goals for a digital marketing strategy based on an awareness of key trends within the craft beer/digital marketing landscape
- Assess a website's ability to rank well in terms of SEO, and create an SEO optimization plan
- Create effective display ads, and identify the best places to "place" craft beer ads
- Identify typical goals advertisers may have when running paid search campaigns
- Develop an email and sending strategy
- Maximize the impact of each social media channel
- Develop a social media calendar and create a social media budget
- Identify different types of content, various distribution methods, and evaluate why each one may, or may not, work for their brewery
- Develop strategies for dealing with negative consumer feedback, and practice using these instances as opportunities for improvement
- Identify tools and strategies to gather consumer data and monitor online reputation
- Increase awareness of legalities around advertising and marketing beers and breweries
- Use analytics to improve their digital marketing strategy

Course Duration

8 Weeks

Course Flow

Each module week begins each Wednesday and goes to the following Tuesday night. Each new module will open on Wednesday at 12:00 am ET.

About the Live/Synchronous Sessions

The weekly optional live sessions are held online for one hour. The day and time of the live sessions varies from semester to semester.

The live sessions are an opportunity to engage with the week's topics, ask questions, and exchange ideas in real time with your instructors and course facilitator, your peers, and any guest speakers.

Each live session is recorded, and the recording is posted/linked on the Recorded Sessions page within 1-2 days of the live session.

A link to the live session meeting space in Microsoft Teams will be provided both here in the syllabus and in the course.

Course Work

We estimate the student will dedicate at least 8-10 hours a week to course work. This will be a combination of readings, discussion boards, collaborative assignments, etc.

PROGRAM REQUIREMENTS AND GRADING

Program Requirements

This is a non-credit, certificate-based program. At the conclusion of the program students do not receive a letter grade but instead receive a digital badge with the ability to download a certificate of completion. To receive this digital badge for the Business of Craft Beer Program, students must successfully complete three Business of Craft Beer certificate courses. Students also have the option of creating a Capstone Project following the completion of three courses.

Course Completion

Students who successfully complete the course will receive a digital badge for the course.

Course Grading

All students who earn a 70% or greater will receive a passing grade towards completion of their certificate. Successful completion of this course is determined by the following factors:

- **Discussions:** 50%
- **Assignments:** 50%

Blackboard will automatically drop your lowest discussion and assignment grades.

Discussions are graded by the course facilitators. Assignments are graded by the lead instructor for that week.

Late Submissions

Timely participation in the discussions and completion of assignments and quizzes help to maximize your understanding of the material as you work through the content within the allotted time, and creates a collaborative learning experience.

We also understand that life happens. All graded assignments, discussions, and quizzes have a one-week grace period from the stated due date. After that time points are deducted from the grade as noted in the following table.

Late Submission Rubric

| Submission is... | For a 10-point system | For a 100-point system |
|--------------------------|--------------------------------|--------------------------------|
| > 1 week late | .25 points deducted from grade | 2.5 points deducted from grade |
| > 2 weeks late | .5 points deducted from grade | 5 points deducted from grade |
| > 3 weeks late | .75 points deducted from grade | 7.5 points deducted from grade |
| > 4 weeks late | 1 point deducted from grade | 10 points deducted from grade |

If you have extenuating circumstances, or expect to be away for more than a week, please contact the course facilitator to help work out a plan.

Feedback on Submissions

The instructors and course facilitators will provide grading and feedback within 7-10 days from the due date.

Assignments

Assignments are graded by the instructor(s) based on the rubric below.

Assignment Grading Rubric

| Levels/ Criteria | Excellent | Proficient | Adequate | No Submission |
|---|---|--|---|--|
| Content of Assignment Submission | 8 - 10 points Assignment submitted; addresses all assignment criteria; includes in-depth insight and/or application of course materials | 5 - 7 points Assignment submitted; addresses all assignment criteria; Includes some insight and/or application of course materials | 2 - 4 points Assignment submitted; partially addresses assignment criteria; lacks application of course materials | 0 points No assignment submitted |

Discussion Boards

The discussion boards are an important part of your learning experience. Most students find participating in the discussions helps them understand the course content, deepens their learning, and strengthens their ability to think critically.

- When responding to your colleagues' posts, you can draw from your experience, include questions for your colleagues in the class, or bring in additional resources to grow the conversation around the assigned topics. We are looking for more than positive reinforcement and high fives.
- The lead instructor(s), course facilitator, and guest speakers leave feedback and critiques on your posts. In this way, everyone can learn from their feedback.
- Your discussion board grade is determined by the course facilitator based on the following rubric.

Discussion Board Grading Rubric

| Levels/ Criteria | Excellent | Proficient | Adequate | No Submission |
|---------------------------|--|--|---|----------------------------|
| Content of Post(s) | 8 - 10 points Responds to the prompt in depth with insight and/or application of course materials; feedback includes questions, offers critique, and fosters collaboration | 5 - 7 points Responds to the prompt with insight and/or application of course materials; feedback is constructive, but may not grow the conversation | 2 - 4 points Responds to the prompt with little expansion, insight, or application; feedback is not substantive | 0 points No post |

COURSE SCHEDULE

| MODULE | DATES | TOPICS | INSTRUCTOR(S) & GUEST(S) |
|--|---|--|--|
| Module 1: Exploring the Digital Marketing Landscape | Week 1: [date range] M1 Live Session [day, date, and time] | <ul style="list-style-type: none"> • Effective use of social media outlets for breweries • Social media campaigns • Target audiences and brand champions • Best practices for publishing/releasing content • Social media monitoring and modeling | Instructor: • [name of instructor] Guest (<i>if any</i>): • [name of guest speaker] |
| Module 2: Research and Content Evaluation | Week 2: [date range] M2 Live Session [day, date, and time] | <ul style="list-style-type: none"> • Effective imagery and content • How to develop messages about brewing beer • Communication and notifications strategies for on-premise and off-premise events • Leveraging events in your local community | Instructor: • [name of instructor] Guest (<i>if any</i>): • [name of guest speaker] |

| MODULE | DATES | TOPICS | INSTRUCTOR(S) & GUEST(S) |
|---|---|---|---|
| Module 3: Planning Your Digital Strategy | Week 3: [date range] M3 Live Session [day, date, and time] | <ul style="list-style-type: none"> • Audience listening and data analysis • How to support and communicate with your target audience to reach your goals | Instructor: <ul style="list-style-type: none"> • [name of instructor] Guest (<i>if any</i>): <ul style="list-style-type: none"> • [name of guest speaker] |
| Module 4: Developing Your Strategy and Engaging Your Audience | Week 4: [date range] M4 Live Session [day, date, and time] | <ul style="list-style-type: none"> • Evaluating and choosing appropriate channels based on your goals • Producing actionable content • Identifying a budget for paid content • Testing content, running campaigns, and understanding metrics • Posting frequency • Content/editorial calendar | Instructor: <ul style="list-style-type: none"> • [name of instructor] Guest (<i>if any</i>): <ul style="list-style-type: none"> • [name of guest speaker] |
| Module 5: Testing and Optimizing Your Content | Week 5: [date range] M5 Live Session [day, date, and time] | <ul style="list-style-type: none"> • Understanding data and optimizing what worked • How to go live with a campaign | Instructor: <ul style="list-style-type: none"> • [name of instructor] Guest (<i>if any</i>): <ul style="list-style-type: none"> • [name of guest speaker] |
| Module 6: Implementing Your Strategy and Managing Your Content | Week 6: [date range] M6 Live Session [day, date, and time] | <ul style="list-style-type: none"> • Strategies for using social media to collect customer feedback • The impact of samples and “freebies” • Strategies for dealing with negative sentiment in a public forum | Instructor: <ul style="list-style-type: none"> • [name of instructor] Guest (<i>if any</i>): <ul style="list-style-type: none"> • [name of guest speaker] |

| MODULE | DATES | TOPICS | INSTRUCTOR(S) & GUEST(S) |
|--|---|---|--|
| Module 7: Analyzing and Evaluating Your Digital Strategy | Week 7: [date range] M7 Live Session [day, date, and time] | <ul style="list-style-type: none"> • Key measurable elements of any social marketing campaign • Tracking methods related to your campaigns/customers • Social ROI benchmarks • How to use paid advertising (FB, Twitter, etc.) for better analytics | Instructor: • [name of instructor] Guest (<i>if any</i>): • [name of guest speaker] |
| Module 8: Identifying Opportunities and The Future of Digital Marketing | Week 8: [date range] M8 Live Session [day, date, and time] | <ul style="list-style-type: none"> • Executing a full digital media campaign • Evaluating and collaborating on peers' campaigns • Analyze the success of and revising a campaign | Instructor: • [name of instructor] Guest (<i>if any</i>): • [name of guest speaker] |

UVM POLICIES

Student Learning Accommodations

In keeping with University policy, any student with a documented disability interested in utilizing accommodations should contact ACCESS, the office of Disability Services on campus. ACCESS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations via an accommodation letter to faculty with approved accommodations as early as possible each semester. All students are strongly encouraged to meet with their faculty to discuss the accommodations they plan to use in each course.

Contact ACCESS: A170 Living/Learning Center; 802-656-7753; access@uvm.edu; www.uvm.edu/access

Please see UVM's policy on [disability certification, accommodation and student support \(.pdf\)](#).

Religious Holidays

Students have the right to practice the religion of their choice. If you need to miss class to observe a religious holiday, please submit the dates of your absence to me in writing by the end

of the second full week of classes. You will be permitted to make up work within a mutually agreed-upon time.

Academic Integrity

The [Code of Academic Integrity \(.pdf\)](#) addresses plagiarism, fabrication, collusion, and cheating.

Grade Appeals

If you would like to contest a grade, please follow the procedures outlined in the [Grade Appeals policy \(.pdf\)](#).

Grading

For information on grading and GPA calculation, please see the [Grading Policies page](#) for Graduate students.

Code of Student Rights and Responsibilities

The [Code of Student Conduct \(.pdf\)](#) outlines the student's responsibility for promoting the community's welfare.