

Please note: This is a preliminary syllabus and is subject to change. It provides useful introductory detail and additional course insight as you prepare for the application process.

## MKTG A: Viral Marketing

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### Course Details

Instructor:	Reihane Boghrati	Course Dates:	March 15-April 29, 2021
Office Hours:	TBD (online)	Meeting Days:	TBD
Term:	Spring 2	Meeting Times:	TBD (posted in EST)

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### Course Description & Objectives

Why do some products catch on and become popular while others fail? Why do apps and services take off while others languish? And why do certain ads, messages, or ideas stick in memory while others disappear the minute you hear them? Diffusion, social media, word of mouth, and viral marketing have become important topics for companies, brands, and organizations. Marketers want their product to be popular, organizations want their social change initiative to catch on, and entrepreneurs want their ideas to stick. This course investigates these and other topics as it explains how things catch on and become popular.

In this course, you'll learn why things catch on, and how to make your own ideas more successful.

- Characteristics of products, ideas, and behaviors that lead them to be successful.
- How psychological processes shape social epidemics.
- How interpersonal processes or interactions between individuals drive success.
- Social networks, or how patterns of social ties influence success.

### Course Overview

This course is divided into 7 weeks. Course content is delivered via video lectures, synchronous class sessions and online assignments, discussions and exercises.

### Course Materials

- Viral Marketing videos by Prof. Jonah Berger
- *Contagious: Why Things Catch On* by Jonah Berger
- Optional:
  - Made to Stick
  - The Tipping Point
  - Diffusion of Innovations

### Course Content & Schedule

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Week	Topic	Material
1 March 15 <sup>th</sup> – 21 <sup>st</sup>	Introduction	Offline: Week 1 Videos - Course Intro + Contagious: How Things Catch on  Online: Introduction and Course Outline
	SUCCESS	Offline: Week 1 Videos - Making Messages Stick + Simple + Unexpected + Concrete  Online: Exercise to practice
2 March 22 <sup>nd</sup> – 28 <sup>th</sup>	SUCCESS	Offline: Week 1 Videos - Credible + Emotional Stories  Online: Exercise to practice (Paper #1)
	Office hours	Online: Office hours
3 March 29 <sup>th</sup> – April 4 <sup>th</sup>	Social Influence	Offline: Week 2 Videos  Online: Exercise to practice (Influential Exercise)
	Office hours	Online: Office hours
4 April 5 <sup>th</sup> – 11 <sup>th</sup>	STEPPS	Offline: Week 3 Videos - Word of Mouth + Why Word of Mouth Matters + Social Currency + Triggers  Online: Exercise to practice (Buzz Exercise)
	Mid-Term	Online: Quiz
5 April 12 <sup>th</sup> – 18 <sup>th</sup>	STEPPS	Offline: Week 3 Videos - Emotion + Public + Practical Values + Stories  Online: Exercise to practice (Paper #2)
	Office hours	Online: Office hours
6 April 19 <sup>th</sup> – 25 <sup>th</sup>	Social Network	Offline: Week 4 Videos  Online: Exercise to practice (Social Network Exercise)
	Office hours	Online: Office hours
7 April 26 <sup>th</sup> – 30 <sup>th</sup>	Conducting Research	Offline: Two papers to discuss in class (Research Exercise)  Online: Group discussion of the paper + Conclusion
	Final	Online: Quiz

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### **Assessments & Grading**

Your final score will be determined by class attendance, active participation in class exercises, two assigned papers and two quizzes, with the following weights:

	<b>% of total</b>
<b>1. Class Attendance and Participation in Exercises</b>	40
<b>2. Two Short Papers</b>	30
<b>3. Two Quizzes</b>	30

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