

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 001: Viral Marketing

### 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:
  - o Made to Stick
  - o The Tipping Point
  - o Diffusion of Innovations

### Course Content & Schedule

Week	Topic	Material
1	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	SUCCESS	Offline: Week 1 Videos - Credible + Emotional Stories

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		Online: Exercise to practice (Paper #1)
	Office hours	Online: Office hours
3	Social Influence	Offline: Week 2 Videos
March 29 <sup>th</sup> – April 4 <sup>th</sup>		Online: Exercise to practice (Influential Exercise)
	Office hours	Online: Office hours
4	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	STEPPS	Offline: Week 3 Videos - Emotion + Public + Practical Values + Stories
		Online: Exercise to practice (Paper #2)
	Office hours	Online: Office hours
6	Social Network	Offline: Week 4 Videos
		Online: Exercise to practice (Social Network Exercise)
	Office hours	Online: Office hours
7	Conducting Research	Offline: Two papers to discuss in class (Research Exercise)
		Online: Group discussion of the paper + Conclusion
	Final	Online: Quiz

### 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:

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