

**Business of Craft Beer 104: Digital Marketing and Social Media
Promotion in Craft Beer**

The University of Vermont

CDE_BCB104

FACULTY AND COURSE FACILITATOR

Faculty: Tim Brady

Faculty Contact Information: tim@whetstonestation.com

Faculty: Mathiew Medeiros

Faculty Contact Information: mat@revivalbrewing.com

This course is designed with two faculty leads: Tim Brady and Mathiew Medeiros, and a number of subject matter experts who offer their wealth of experience.

As faculty co-leads and industry experts, Tim and Mathiew 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 lists who is the lead instructor each week.

Course Facilitator: Michelle Forster

Course Facilitator Contact Information: Fosterbrewing@gmail.com

As a course facilitator, Michelle Forster is your point of contact regarding general class issues, such as, discussion board grades, technical/Blackboard problems, and other general course questions.

To email Michelle, Tim, or Mathiew directly, use the email link in the Blackboard navigation bar. The course team will strive to answer questions and concerns within twenty-four hours during weekdays. Please note that travel and other commitments may create a delay in response time.

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 Tuesday at 11:59 pm ET.

Live/Synchronous Sessions

The class will meet online on **Tuesdays at 7:00 pm ET** for one hour.

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 certificate of completion. In order to receive a certificate of completion for the Business of Craft Beer Program, students must successfully complete three Business of Craft Beer courses. Students also have the option of creating a Capstone Project. The Capstone Project takes place following completion of three courses.

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:

- **Peer Review and Discussion Boards:** Timely completion and participation in weekly peer review and discussion boards is 50% of your grade.
- **Assignments:** 50% of your grade is based off of the completion of module assignments.

Students are encouraged to participate every week and are able to pass/miss two weeks of discussion without any penalty. Blackboard will automatically drop your two

lowest discussion grades. Please notifying the course facilitator if you plan on missing two weeks.

Our goal of dropping your two lowest discussion board grades is to provide you the opportunities to focus on the assignments that are most important to you while balancing your class load.

Assignments

Assignments are graded as follows, for a maximum of 10 points per assignment:

- Completion (5 points)
 - Assignment completion & upload to Blackboard
- Accuracy (3 points)
 - Correctly completing the assignment
- Timeliness (2 points)
 - Upload by Tuesday 11:59 pm ET, before the start of next session

Late Submissions

Timely participation is an important component of the course, and maximizes both your understanding of the material and the creation of a collaborative learning experience as you offer thoughtful feedback to your peers.

Submissions based on a 10-point system will receive the following deductions:

- > 1 week late: .25 points deducted from grade
- > 2 weeks late: .5 points deducted from grade
- > 3 weeks late: .75 points deducted from grade
- > 4 weeks late: 1 point deducted from grade

Submissions based on a 100-point system will receive the following deductions:

- > 1 week late: 2.5 points deducted from grade
- > 2 weeks late: 5 points deducted from grade
- > 3 weeks late: 7.5 points deducted from grade
- > 4 weeks late: 10 points deducted from grade

Feedback on Submissions

The instructors and course facilitators will provide grading and feedback within 7-10 days from an activity's due date.

Discussion Boards

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

- Each week you are asked to share an original post on the discussion board and provide at least one response post with substantive feedback to your peer's work. The feedback can draw from your experience, include questions for your colleagues in the class, or bring in additional resource to grow the conversation around the assigned topics. We are looking for more than positive reinforcement and high fives.
- The course instructor and guest instructors leave feedback and critiques on your posts in the discussion board. In this way, everyone can learn from their feedback.
- Your weekly discussion board grade is determined by the course facilitator based on the rubric below.
- Your grade will be entered into the system the week after it is assigned.

Each Discussion Board (DB) grade is based on the following rubric:

Criteria	Master	Adept	Competent	Needs Improvement
Content of Original Post	7 points Responds to the discussion prompt in depth, provides insight and application of week's materials	5 points Responds to the discussion prompt and provides examples of insight or application	3 points Responds to the discussion prompt with little expansion, insight, or application	0 points No post
Content of Response Post(s)	3 points Includes questions, offers critique, and fosters collaboration	2 points Offers constructive feedback but may not grow the conversation	1 point Post(s) are not substantive	0 points No post(s)

COURSE SCHEDULE

Module	Dates	Materials	Instructors and Guest Speakers
Exploring the Digital Marketing Landscape	Week 1	<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 	Instructors: <ul style="list-style-type: none"> • Tim Brady • Mathiew Medeiros
Research and Content Evaluation	Week 2	<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: <ul style="list-style-type: none"> • Tim Brady
Planning Your Digital Strategy	Week 3	<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"> • Tim Brady
Developing Your Strategy and Engaging Your Audience	Week 4	<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 	Instructor: <ul style="list-style-type: none"> • Mathiew Medeiros Guest: <ul style="list-style-type: none"> • Michael Semenec, Co-Founder & Creative Director at Dssolvr

Testing and Optimizing Your Content	Week 5	<ul style="list-style-type: none"> • Understanding data and optimizing what worked • How to go live with a campaign 	Instructor: • Tim Brady
Implementing Your Strategy and Managing Your Content	Week 6	<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: • Mathiew Medeiros
Analyzing and Evaluating Your Digital Strategy	Week 7	<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: • Mathiew Medeiros
Identifying Opportunities and The Future of Digital Marketing	Week 8	<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 	Instructors: • Tim Brady • Mathiew Medeiros

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

UVM's policy on disability certification and student support: www.uvm.edu/~uvmppg/ppg/student/disability.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 policy addresses plagiarism, fabrication, collusion, and cheating. <http://www.uvm.edu/~uvmppg/ppg/student/acadintegrity.pdf>

Grade Appeals: If you would like to contest a grade, please follow the procedures outlined in this policy: <http://www.uvm.edu/~uvmppg/ppg/student/gradeappeals.pdf>

Grading: For information on grading and GPA calculation, go to www.uvm.edu/academics/catalogue and click on Policies for an A-Z listing.

Code of Student Rights and Responsibilities: www.uvm.edu/~uvmppg/ppg/student/studentcode.pdf

FERPA Rights Disclosure: The purpose of this policy is to communicate the rights of students regarding access to, and privacy of their student educational records as provided for in the Family Educational Rights and Privacy Act (FERPA) of 1974. <http://www.uvm.edu/~uvmppg/ppg/student/ferpa.pdf>