

Northeastern University
Department of Communication Studies
Spring 2007

CMNU914: Special Topics in Organizational Communication
Word-of-Mouth, Buzz, and Viral Marketing Communication

Sequence D; Key #00656
Tuesday & Friday 9:50 a.m.– 11:30 a.m.
Location: 126 Ryder

Instructor: Dr. Walter Carl Office: 119 Holmes Office Phone Number: 617-373-4075 E-mail: w.carl@neu.edu	Office Hours: Tuesdays 11:45 am – 12:30 pm; 2:30 – 4:00 pm Fridays 11:45 am – 12:30 pm and by appointment
Course Blog: http://www.wom-teach.blogspot.com	

CMNU914: Special Topics in Organizational Communication
Word-of-Mouth, Buzz, and Viral Marketing Communication

Course Description

Have you ever loved a company, product, or idea so much that you couldn't wait to tell others about it? Seen a horrible movie lately and told your friends not to go? Tried a new type of food because a friend suggested it? Heard a story about a town that named itself after a start-up internet company? Passed along an e-mail about a funky chicken you can command at your will? Posted or read an online review to a consumer website? If you answered yes to any of these questions you engaged in word-of-mouth communication and may have also wittingly or unwittingly participated in an organized word-of-mouth, buzz, or viral marketing campaign.

Word-of-mouth, buzz, and viral marketing is a hot topic now as organizations of all kinds – for-profits, not-for-profits, academic institutions, you name it – struggle to break through a cluttered mediascape, deal with a growing distrust of corporate-affiliated messages, figure out a consumer market that demands greater control and engagement, and try to understand how new communication technologies amplify peer-to-peer communication and influence, both in the online and offline worlds.

The purpose of this course is to introduce advanced undergraduate students to the word-of-mouth, buzz, and viral marketing industries. Students will learn about the theories and practices that inform this industry through readings of popular press books and academic journal articles, guest lectures from leading industry figures, analysis of existing word-of-mouth, buzz, and viral marketing campaigns, analysis of key companies operating in the word-of-mouth space, and learning industry best practices in designing, executing, and measuring organizationally-facilitated attempts to manage word-of-mouth and consumer generated media.

Course Pre-Requisite

Students should hold middler standing or above or must have instructor approval in order to take this course.

Course Objectives

By the end of this course you should be able to:

- Identify factors contributing to the recent resurgence in WOM;
- Trace the history of academic and popular press ideas that inform the current WOM, buzz, and viral marketing industry;
- Articulate how WOM is both a set of activities and a larger philosophy;
- Identify reasons why consumers engage in WOM;
- Compare and contrast characteristics of everyday (organic) and organized (amplified) WOM;
- Apply effective strategies of monitoring, tracking, and listening to consumer WOM in both online and offline venues;
- Demonstrate how WOM concepts and principles inform a WOMM company's business practices;
- Integrate effectively WOM principles into an organization's business practices;
- Measure and track ROI and other key outcome metrics for organized WOM programs;
- Distinguish between ethical and unethical WOM practices;
- Reflect critically on your own WOM communication practices.

Course Readings and Materials

There are a number of academic, trade, and popular press readings that can be accessed as PDF files in Blackboard. Please see the reading list below for additional details. The required books are as follows:

- *Citizen Marketers: When People Are the Message*. Ben McConnell & Jackie Huba. 2007. Chicago: Kaplan.
- *Connected Marketing: The Viral, Buzz, and Word of Mouth Revolution*. Edited by Justin Kirby and Paul Marsden. 2006. Elsevier.

Below is a list of course materials and basic skills you will need:

- additional small purchases such as an index cards, magazines, newspapers, photocopies, presentation binders, etc.;
- access to, and proficiency is using, a computer, e-mail, Blackboard, and the internet;
- high density floppy disk or Zip disk.

In addition to meeting in a traditional classroom, this course will be supplemented with web technology, specifically Blackboard, as well as a course blog. Students can access handouts, assignment sheets, and course readings, as well as their grades as soon as they are posted through Blackboard.

Students with Disabilities and Special Challenges

I would like to hear from anyone who has a disability or a special challenge that requires some modification of the seating or other class requirements so that we can make appropriate arrangements (in conjunction with the Disability Resource Center). Please see me after class or during office hours.

Projects & Grading

WOM Communication Diary and Reflection Essay – 05% The purpose of this assignment is to record and reflect on your word-of-mouth communication practices. During the course of the term you will self-reflect on your participation in WOM episodes, and for three (3) of these WOM episodes you will record information about the episode in an online survey (see schedule for due dates of each word-of-mouth episode survey, or WOMES, entry). Finally, you will compose a short essay (approximately 500 words) highlighting the three most important things you learned from this experience. The instructor will select the top three essays and post these on the class blog.

Evaluating Organized Word-of-Mouth Marketing Program and Company – 20% The purpose of this assignment is to learn about a specific organized WOM, buzz, or viral marketing program and evaluate its characteristics and effectiveness. The report should analyze the program in light of the Word of Mouth Marketing Association's Terminology Framework, specific WOM principles informing the program, and what lessons can be learned from the program and applied to the final capstone assignment. In addition to the report you will make a brief presentation to the rest of the class summarizing your review. A rubric will be provided to use as a framework for evaluating the program. This project will be done in teams of 4-5 students.

Individual Reflection Essay on WOMM Company – 10% This assignment is tied to the "Evaluating Organized WOMM Program and Company" assignment and asks students to reflect on what they learned from researching the specific WOMM company and program as well as their views about working in the WOM marketing industry.

Designing Organized WOM Program (Capstone Assignment) – 30% The purpose of this capstone assignment is to pull together all the principles and skills that you have learned in the class. You will work in teams to custom-design a WOM program for a client that has a clear WOM, buzz, and/or viral component. You will prepare a written proposal and present that proposal to the client in class as part of a team presentation. This project will be done in teams of 4-5 students (same teams as above).

Final Exam – 15% The final exam for this class is for you to create the final exam, or at least part of it. The conceptual basis for this approach relies on principles we have discussed in this class, such as empowerment and co-creation of content. Further, the real benefit of an exam is the learning that takes place as part of the preparation for the exam. Identify the three most important "take-away points" (TAP) from this class that you would want to see covered on a final exam. For each TAP, you will write a brief essay (at least 250 words and no more than 500 words) that 1) justifies why you think it is important enough to be included on the exam; 2) identifies the format of the exam question you would create about it; 3) what you would look for in a successful answer.

Course Blog Participation – 10% Starting with Class 3 and running until the end of the term, students must create *at least* three (3) unique blog posts and must have *at least* 5 comments to other people's posts (or other blogs related to WOM, buzz, or viral marketing communication). The content of the posts should be about your experience in the course, and commentary on the readings and concepts. All blogging activity will need to conform to the Course Blogging Guidelines (distributed in class). Assessment will be based on students' participation in the course blog, with the twin goals of making unique contributions, as well as referencing and building off of each others' ideas.

In-Class Participation & Attendance – 10% This portion of your grade includes contributions for in-class discussion, in-class activities, attendance, homework assignments, listening responsiveness, case studies, etc. For expectations on class participation, see section below entitled "Participation and Attendance."

(Projects & Grading, continued)

The following table shows what percentages correspond to each letter grade:

Letter Grade = %	B+ = 87-89	C+ = 77-79	D+ = 67-69
A = 93-100	B = 83-86	C = 73-76	D = 63-66
A- = 90-92	B- = 80-82	C- = 70-72	D- = 56-62 F = 0-55

Please feel free to check with me about your progress at any time throughout the term. To do this, schedule a meeting time with me and bring *specific* questions. If you would like to discuss any project with me after I give you feedback/evaluations, please wait twenty-four hours to “catch your breath” and collect your thoughts; again, be sure you bring *specific* questions to our discussion.

Participation and Attendance

Students will be expected to critically assess the course readings, to argue a coherent position on course topics, and to be challenged by others in the class regarding these positions. Effective participation in course discussions includes being able to:

- demonstrate an understanding of course material and have something insightful to say about it;
- facilitate development of a coherent discussion thread;
- respect other’s contributions and awareness of a challenging and supportive classroom climate;
- permit others the opportunity to contribute as well.

Because class participation and discussion are an integral part of this course, it is essential that students show up to class and in a timely manner (i.e., at the start of class would be the best time for this). Otherwise, you can miss two (2) class periods without penalty. For each class missed beyond this without a University-excused absence, one (1) point per class missed will be deducted from your class participation grade. If you know you are going to be absent or late on a certain day, please let me know ahead of time. Even if you are absent/late you are still responsible for any work that is assigned or due.

Students will be required to complete a self-evaluation sheet for their class participation, which will be provided by the Instructor.

Late Work

All assignments are due at the start of class on the day listed on the syllabus (unless otherwise discussed in class and announced on Blackboard). If you anticipate that you will have difficulty turning in an assignment on time, notify the Instructor by e-mail as soon as possible and we may be able to negotiate special arrangements. *If an assignment is turned in late without notifying the Instructor at least 24 hours in advance, the following penalties may apply:* turned in by 6 p.m. on due date (-5 points; ½ letter grade); turned in next day after due date (-10 points; full letter grade); -5 points will be deducted for each additional day assignment is not turned in.

Plagiarism

Plagiarism is borrowing others' words or thoughts without their permission and without giving them proper credit (for example, by using a citation system such as APA or MLA). The penalty for plagiarism can be failure on a project and/or in a course, a permanent mark on your record, and/or expulsion from the University. Plagiarism is often a result of ignorance, laziness, or fear of not getting a high grade. If you are tempted to plagiarize, please consider that it is generally better to fail an assignment than it is to fail an entire course, or to be expelled from the University. If you are considering plagiarism because you are having trouble doing the assignment due to not understanding it or because you feel you will do poorly, then please come talk to me (before the assignment is due).

Cellular Phones, Beepers, Pagers, and Alarms

Before entering the classroom, please turn off all cell phones, beepers, pagers, alarms, and any other bits of technology that could disrupt the class.

Course Schedule, Due Dates, and Reading List

The following abbreviations are used below to refer to class readings:

- **CIT** – *Citizen Marketers: When People Are the Message*
- **CM** – *Connected Marketing: The Viral, Buzz, and Word of Mouth Revolution*
- **Bb** – Blackboard (Available in “Readings” section)

-- SCHEDULE SUBJECT TO CHANGE --	
DATE	TOPICS, ASSIGNMENTS, DUE DATES, & READINGS
Jan 9 T (1) #1	An Introduction to Word of Mouth and Consumer Generated Media
	NO READINGS DUE FOR TODAY. <i>Print syllabus and assignment sheets (Bb)</i> <i>Get Google account</i>
Jan 12 F (2)	Citizen Marketers in the Age of Conversational Marketing, Part I
	<i>Assign Evaluating WOMM Program & Company Research</i> Readings: <ol style="list-style-type: none"> 1. 95 Theses of the Cluetrain Manifesto (Bb) 2. <i>Citizen Marketers: When People Are the Message</i>. Ben McConnell & Jackie Huba. 2007. Pages vii-96 (Introduction & Chapters 1-4; CIT)
Jan 16 T (3) #2	Citizen Marketers in the Age of Conversational Marketing, Part II
	<i>Assign WOM Diary & Blog Participation</i> Readings: <ol style="list-style-type: none"> 1. <i>Citizen Marketers: When People Are the Message</i>. Ben McConnell & Jackie Huba. 2007. Pages 97-134 (Chapters 5-6; CIT)

Jan 19 F (4)	WOM Basic Principles and Research
	<p>Readings:</p> <ol style="list-style-type: none"> 1. Word of Mouth: What We Really Know – And Don't. Greg Nyilasy. 2006. Pages 161-184. (CM). 2. Word of Mouth Marketing Association Terminology Framework. WOMMA. 2005. (Bb) 3. <u>Suggested Reading</u>: What's All the Buzz About? Everyday Communication and the Relational Basis of Word-of-Mouth and Buzz Marketing Practices. Walter J. Carl. <i>Management Communication Quarterly</i>, 19(4), 601-634. 2006. (Bb) 4. <u>Suggested Reading</u>: Word-of-Mouth: Understanding and Managing Referral Marketing. Francis Buttle. <i>Journal of Strategic Marketing</i>, 6, 241-254. 1998. (Bb). 5. <u>Suggested Reading</u>: Social Hubs: A Valuable Segmentation Construct in the Word-of-Mouth Consumer Network. Andrea C. Wojnicki. 2004. <i>Advances in Consumer Research</i>, 31, 521-522. (Bb)
Jan 23 T (5) #3	<p>Overview of WOM Programs & Techniques Guest Speaker: Kate Flanagan, NU (Advising Case)</p>
	<p>Readings:</p> <ol style="list-style-type: none"> 1. WOM 101. Word of Mouth Marketing Association. 2005. (Bb) 2. Introduction and Summary. Paul Marsden. 2006. Pages xv – xxxv. (CM) 3. <u>Suggested Reading</u>: Word-of-Mouth Marketing Priorities for 2006. Peter Kim & Charlene Li. 2006. (Bb)
Jan 26 F (6)	<p>WOM Program Principles & Measurement: Monitoring & Tracking WOM Guest Speaker: Jim Nail, Cymfony</p>
	<p><i>WOMES #1 due by this date</i></p> <p>Readings:</p> <ol style="list-style-type: none"> 1. The Forrester Wave™: Brand Monitoring, Q3 2006. Peter Kim. 2006. Pages 1-14. (Bb) 2. Consumer Opinions & Trends Report: A Blue Christmas for Blu-ray. Cymfony. 2006. Pages 1-5. (Bb) 3. Single-Source WOM Measurement: Bringing Together Senders & Receivers; Inputs & Outputs. Ed Keller & Brad Fay. 2006. Pages 31-41 (Bb). 4. <u>Suggested Reading</u>: Buzz Monitoring. Pete Snyder. 2006. Pages 119-128. (CM). 5. <u>Suggested Reading</u>: Consumer Generated Media (CGM) 101: Word-of-Mouth In the Age of the Web-Fortified Consumer. Pete Blackshaw and Mike Nazarro. 2004. (Bb) 6. <u>Suggested Reading</u>: Using Online Conversations to Study Word-of-Mouth Communication. David Godes & Dina Mayzlin. <i>Marketing Science</i>. 2004. Pages 1-17. (Bb) 7. <u>Suggested Reading</u>: Utilizing the WOMMA Framework to Build a Syndicated Buzz Tracking Product. Jonathan Carson. 2005. Pages 71-76. (Bb) 8. <u>Suggested Reading</u>: What Motivates People to Review a Product Online. Chrysanthos Dellarocas & Ritu Narayan. 2002. Pages 77-86. (Bb) 9. <u>Suggested Reading</u>: The Effect of Word of Mouth on Sales: Online Book Reviews. Judith Chevalier & Nina Mayzlin. 2005. Pages 1-30. (Bb)

Jan 30 T (7) #4	WOM Program Principles & Measurement: Buzz and Viral Marketing Guest Speaker: Steve Curran & Jessica Morris, PodDesign
	Readings: <ol style="list-style-type: none"> 1. Viral Marketing. Justin Kirby. Pages 87-106 (CM) 2. Changing the Game. Steve Curran. 2006. Pages 129-147. (CM) 3. <u>Suggested Reading</u>: Online opinion leaders: a predictive guide for viral marketing campaigns. Idil Cakim. 2006. Pages 107-118. (CM)
Feb 2 F (8)	WOM Program Principles & Measurement: Influencers and Product Seeding
	Readings: <ol style="list-style-type: none"> 1. The Influentials: Introduction. Ed Keller & Jon Berry. Pages 1-25. (Bb) 2. Seed to spread: how seeding trials ignite epidemics of demand. Marsden. 2006. Pages 3-23. (CM or Bb) 3. <u>Suggested Reading</u>: People Who Influence People: Opinion Leaders in Marketing. Gabriel Weimann. 1994. Pages 109-138. (Bb) 4. <u>Suggested Reading</u>: People Who Influence People: Criticism and Modifications. Gabriel Weimann. 1994. Pages 239-254. (Bb) 5. <u>Suggested Reading</u>: The Influentials: Developing an Influential Strategy. Ed Keller & Jon Berry. Pages 279-340. (Bb)
Feb 6 T (9) #5	WOM Program Principles & Measurement: Cultivating Loyalty & Advocacy
	<i>Blog Post #1 due by this date</i> Readings: <ol style="list-style-type: none"> 1. The Customer Evangelism Manifesto. Ben McConnell & Jackie Huba. 2003. Pages 1-20. (Bb) 2. Chapter 12: The New Mavericks of Marketing. Ben McConnell & Jackie Huba. 2003. Pages 123-138. (Bb) 3. The One Number You Need to Grow. Frederick Reicheld. <i>Harvard Business Review</i>. 2003. Pages 1-10. (Bb). 4. <u>Suggested Reading</u>: Creating Brand Advocates. Steve Rusticus. 2006. Pages 47-58. (CM) 5. <u>Suggested Reading</u>: Advocacy Drives Growth. London School of Economics. <i>Brand Strategy</i>. 2005. Pages 1-9 (Bb) 6. <u>Suggested Reading</u>: Executive Summary of "A Longitudinal Examination of 'Net Promoter' on Firm Growth." Tim Keiningham, Bruce Cool, Tor Wallin Andreassen, & Lerzan Aksoy. 2006. Pages 1-6 (Bb)
Feb 9 F (10)	WOM Program Principles & Measurement: Brand Blogging and Communities
	Readings: <ol style="list-style-type: none"> 1. Blog Marketing. Andrew Corcoran, Paul Marsden, Thomas Zorbach, & Bernd R�thlingsh�fer. 2006. Pages 148-158. (CM) 2. Understanding Blogs and Private Communities. Communispace White Paper. 2005. Pages 1-8 (Bb) 3. What Companies Gain from Listening: The Effect of Community Membership on Members' Attitudes and Behavior in Relation to the Sponsoring Company. Communispace White Paper. 2006. Pages 1-11 (Bb)
Feb 13 T (11) #6	Evaluating WOMM Program Presentations, Day 1
	<i>Evaluating WOMM Program & Company Research Presentations (Day 1)</i> <i>EWOMP: Written Reports Due Today</i> NO READINGS DUE FOR TODAY.

Feb 16 F (12)	Evaluating WOM Program Presentations, Day 2 Practitioner Perspective: A Client's View On Selecting WOM Marketing Companies Guest Speaker: Brian Kenny, NU
	<i>Evaluating WOMM Program & Company Research Presentations (Day 2)</i> Readings: <ol style="list-style-type: none"> 1. A Note to New Consultants. Bruce Henderson. 1970s. Pages 1-3. (Bb) 2. How To Manage Connected Marketing. Martin Oetting. 2006. Pages 232-266. (CM)
Feb 20 T (13) #7	Designing Organized WOM Programs: Overview Guest Speakers: Northeastern University Marketing and Communications
	Readings: <ol style="list-style-type: none"> 1. TBA
Feb 22 Th (Special) 2:50 – 4:30 pm	Citizen Marketers, When People Are the Message Guest Speakers: Jackie Huba, Church of the Customer
	Readings: <ol style="list-style-type: none"> 1. <i>Citizen Marketers: When People Are the Message</i>. Ben McConnell & Jackie Huba. 2007. Pages 135-175 (Chapter 7 & Conclusion; CIT)
Feb 23 F (14)	Designing Organized WOM Program for Client
	<i>WOMES #2 due by this date</i> No Readings
Feb 27 T (15) #8	WOM as a Media Channel? Guest Speaker: Dave Balter, BzzAgent
	Readings: <ol style="list-style-type: none"> 1. Chapter 6: Word-of-Mouth Storytelling. Dave Balter & John Butman. 2005. Pages 115-133. (Bb) 2. <u>Suggested Reading</u>: Quantifying the Ripple: Word-of-Mouth and Advertising Effectiveness. John E. Hogan, Katherine N. Lemon, & Barak Libai. 2004. <i>Journal of Advertising Research</i>, (September), 271-280. (Bb) 3. <u>Suggested Reading</u>: Firm-Created Word-of-Mouth Communication: A Field-Based Quasi-Experiment. David Godes & Dina Mayzlin. 2004. HBS Marketing Research Papers No. 04-03. http://ssrn.com/abstract_id=569361 (Bb) 4. <u>Suggested Reading</u>: Grapevine: Chapter 5: The Myth of the Influentials. Dave Balter & John Butman. Pages 91-111. (Bb)
Mar 02 F (16)	Living in a Branded Society: Ethical and Societal Effects of WOM Marketing
	<i>EWOMP: Revised Written Summary Reports Due Today</i> Readings: <ol style="list-style-type: none"> 1. Sales Pitch Society II. Kate Kaye. 2006. Pages 1-42. (Bb) 2. <u>Suggested Reading</u>: Live Buzz Marketing. Justin Foxton. 2006. Pages 24-46. (CM) 3. <u>Suggested Reading</u>: To Tell Or Not To Tell? Assessing the Practical Effects of Disclosure for Word-of-Mouth Marketing Agents and Their Conversational Partners. Walter J. Carl. 2006. Pages 1-34. (Bb) 4. <u>Suggested Reading</u>: Stealth Marketing: How To Reach Consumers Surreptitiously. Andrew M. Kaikati and Jack G. Kaikati. 2004. <i>California Management Review</i>, 46(4), pp. 6-22. (Bb)
Mar 3 – Mar 11	NO CLASSES – SPRING BREAK

Mar 13 T (17)	How to Handle Negative WOM
	Readings: <ol style="list-style-type: none"> 1. Thiscompanysucks.com! The Use of the Internet in Negative Consumer-to-Consumer Articulations. Ainsworth Anthony Bailey. Journal of Marketing Communications, 10, 169-182. 2004. (Bb) 2. Chapter 13 of Naked Conversations: Blogging in a Crisis. Robert Scoble & Shel Israel. 2006. Pages 197-208. (Bb) 3. <u>Suggested Reading</u>: Chapter 7: The Weird Value of Negativity. Dave Balter & John Butman. 2005. Pages 141-164. (Bb)
Mar 16 F (18) #10	Organizing WOM: Company Roles, Structure, & Resource Allocation Guest Speaker: Ed Keller, The Keller Fay Group
	<i>Blog Post #2 due by this date</i> Readings: <ol style="list-style-type: none"> 1. TBD 2. <u>Suggested Reading</u>: The Firm's Management of Social Interactions. David Godes et al. <i>Marketing Letters</i>, 16(3/4), pp. 415-438. 2005. (Bb)
Mar 20 T (19)	Integrating WOM Into the Media Plan Guest Speaker: Jodi Long, Consultant
	Readings TBA
Mar 23 F (20) #11	NO CLASS (Replaced by 02/22 Special Class Session)
	<i>WOMES #3 due by this date</i>
Mar 27 T (21)	Taking A Product To Market Using Non-Traditional Marketing Guest Speaker: Joe Muran, M80
	Readings TBA
Mar 30 F (22) #12	Class Canceled Due To Presidential Inauguration
	<i>DWOMP: Draft Proposal Due (Still due via e-mail)</i> NO READINGS DUE FOR TODAY
Apr 3 T (23)	Workshop WOM Program Presentations, 1
	<i>DWOMP: Draft Presentation Due</i> NO READINGS DUE FOR TODAY
Apr 6 F (24) #13	Workshop WOM Program Presentations, 2
	<i>DWOMP: Draft Presentation Due</i> NO READINGS DUE FOR TODAY
Apr 10 T (25)	WOM Program Presentations to Client – Day 1
	NO READINGS DUE FOR TODAY
Apr 13 F (26) #14	WOM Program Presentations to Client – Day 2
	NO READINGS DUE FOR TODAY

Apr 17 T (27)	Don't Drink the Kool-Aid: Understanding What WOM Can and Can't Do For Your Organization
	<p><i>WOM Reflection Essay Due</i> <i>Blog Post #3 due by this date</i></p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Conclusion: the future of connected marketing. Justin Kirby. 2006. Pages 267-274. (CM) 2. Myths and promises of buzz marketing. Stéphane Allard. 2006. Pages 197-207. (CM)
Apr 20 - 27	Final Exam Week; <i>Final Exam and Class Participation Self-Assessment Due</i>

<i>SPRING 2007</i>	<i>-- SCHEDULE SUBJECT TO CHANGE --</i>	
DATE	TOPICS	DUE DATES/INFO
Jan 9 T (1) #1	An Introduction to Word of Mouth and Consumer Generated Media	<i>Print syllabus and assignment sheets (Bb); Get Google account</i>
Jan 12 F (2)	Citizen Marketers in the Age of Conversational Marketing, Part I	<i>Assign Evaluating WOMM Program & Company Research</i>
Jan 16 T (3) #2	Citizen Marketers in the Age... (Part II)	<i>Assign WOM Diary & Class Blog</i>
Jan 19 F (4)	WOM Basic Principles and Research	
Jan 23 T (5) #3	Overview of WOM Programs & Techniques Guest: Kate Flanagan, NU (Advising Case)	
Jan 26 F (6)	WOM Program Principles & Measurement: Monitoring & Tracking WOM Guest Speaker: Jim Nail, Cymfony	WOMES #1 Due By This Date
Jan 30 T (7) #4	WOM Program Principles & Measurement: Buzz and Viral Marketing Guest Speaker: Steve Curran & Jessica Morris, PodDesign	
Feb 2 F (8)	WOM Program Principles & Measurement: Influencers & Product Seeding	
Feb 6 T (9) #5	WOM Program Principles & Measurement: Cultivating Loyalty & Advocacy	Blog Post #1 Due By This Date
Feb 9 F (10)	WOM Program Principles & Measurement: Brand Blogging & Communities	
Feb 13 T (11) #6	Evaluating WOM Program Presentations, Day 1	EWOMP: Written Reports Due
Feb 16 F (12)	Evaluating WOM Program Presentations, Day 2 Practitioner Perspective: A Client's View On Selecting WOM Marketing Companies Guest Speaker: Brian Kenny, NU	
Feb 20 T (13) #7	Designing Organized WOM Programs: Overview Guest Speakers: NU Marcom	
<i>Feb 22 Th (Special) 2:50 – 4:30 pm</i>	Citizen Marketers, When People Are the Message Guest Speakers: Jackie Huba, Author	
Feb 23 F (14)	Designing Organized WOM Program for Client	WOMES #2 Due By This Date
Feb 27 T (15) #8	WOM as a Media Channel? Guest Speaker: Dave Balter, BzzAgent	
Mar 02 F (16)	Living in a Branded Society: Ethical and Societal Effects of WOM Marketing	EWOMP: Revised Written Summary Reports & Reflection Essays Due
Mar 3 – Mar 11	NO CLASSES – SPRING BREAK	
Mar 13 T (17)	How To Handle Negative WOM	
Mar 16 F (18) #10	Organizing WOM: Company Roles, Structure, & Resource Allocation Guest Speaker: Ed Keller, The Keller Fay Group	Blog Post #2 Due By This Date
Mar 20 T (19)	Integrating WOM Into the Media Plan Guest Speaker: Jodi Long, Consultant	
Mar 23 F (20) #11	NO CLASS (Replaced by 2/22)	WOMES #3 Due By This Date
Mar 27 T (21)	Taking A Product To Market Using Non-Traditional Marketing Guest Speaker: Joe Muran, M80	
Mar 30 F (22) #12	Class Canceled – Presidential Inauguration	DWOMP: Proposal Draft Due
Apr 3 T (23)	Workshop WOM Program Presentations, 1	DWOMP: Presentation Draft Due
Apr 6 F (24) #13	Workshop WOM Program Presentations, 2	DWOMP: Presentation Draft Due
Apr 10 T (25)	WOM Program Presentations to Client – Day 1	
Apr 13 F (26) #14	WOM Program Presentations to Client – Day 2	
Apr 17 T (27)	Don't Drink the Kool-Aid: Understanding What WOM Can and Can't Do For Your Organization	WOMES Reflection Essay Due Blog Post #3 Due By This Date
Apr 20 - 27	Final Exam Week	Final Exam & CP Self-Assess. Due