



CONTACT NORD'S POCKETS OF INNOVATION SHOWCASE

# Using a Social Media Simulation in a Digital Marketing Course

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# The Problem

- ▶ First semester teaching Techno Marketing, a social media marketing course
  - ▶ Class Project
    - ▶ Invited a local company to present to the students about their current marketing efforts and their hopes for a social media campaign
    - ▶ Students were asked to work in groups and tasked to evaluate the current social media activity and build a social media marketing campaign for the local company
  - ▶ The Results
    - ▶ Students did not have any experience working with social media in this context – they did not know where to start!
    - ▶ Social media platforms did not have a beta site where learning could occur





# Innovation:



## ▶ Stukent

### ▶ **Essentials of Social Media Marketing E-textbook**

- ▶ Design Platform-Specific Social Media Marketing
- ▶ Develop a Social Media Marketing Strategy

### ▶ **Mimic Social – Social Media Marketing Simulation**

- ▶ Write Targeted Social Media Ads
- ▶ Perform Demographic Targeting
- ▶ Utilize Promotional Strategies
- ▶ Measure Key Performance Indicators
- ▶ Manage Budgets
- ▶ Schedule Content



# Demo

The image displays the Mimic Social simulation interface. On the left, a dark sidebar contains the 'MIMIC social' logo, 'Round 1 of 12' (Oct 16th — Oct 22nd), and navigation links for 'Scenario' (highlighted), 'Weekly Memos', and 'Posts'. A 'Run Simulation' button is at the bottom of the sidebar. The main area is titled 'Scenario' and includes an 'Instructions' link. A vertical menu on the left lists 'About Buhi', 'Products', 'Market', 'Analytics', 'Budget', and 'Goals'. A 'Continue' button is at the bottom of this menu. The central content area features the 'BUHI' logo, an 'Executive Summary' section, a 'Business Description' for Buhi Supply Co., and a 'Fiscal Overview' section. A video player window is overlaid on the right, titled 'Welcome to Mimic Social', showing the Mimic Social logo and a list of topics to be covered: building campaigns, content promotion, and social media analytics. A 'Help' button is visible in the bottom right corner of the video player.

**MIMIC social**

Round 1 of 12  
Oct 16th — Oct 22nd

Scenario

Weekly Memos

Posts

Run Simulation

Scenario

Instructions

About Buhi

Products

Market

Analytics

Budget

Goals

Continue

# BUHI

## Executive Summary

### Buhi Supply Co. | Business Description

Buhi Supply Co. is an e-commerce and retail bag supplier. It specializes in designing functional bags that evoke nostalgia, bags that help Buhi's sales grow significantly since it was founded in 2010.

### Fiscal Overview

Currently, Buhi Supply Co. estimates its market share to be about \$17 million with 0.3% market share. Your role as the social media marketing manager is to progress through the simulation, pay close attention to your results, and make adjustments as needed.

## Welcome to Mimic Social

11:37

Welcome to Mimic Social! In this simulation, you will be acting as a social media marketing manager. Through this experience you will learn social media marketing concepts including:

- Building social media marketing campaigns
- Content promotion via social media ads
- Social media analytics

### Some Background to Help You Get Started

As a social media marketing manager, your first step in achieving social media success is to familiarize yourself with the company's background.

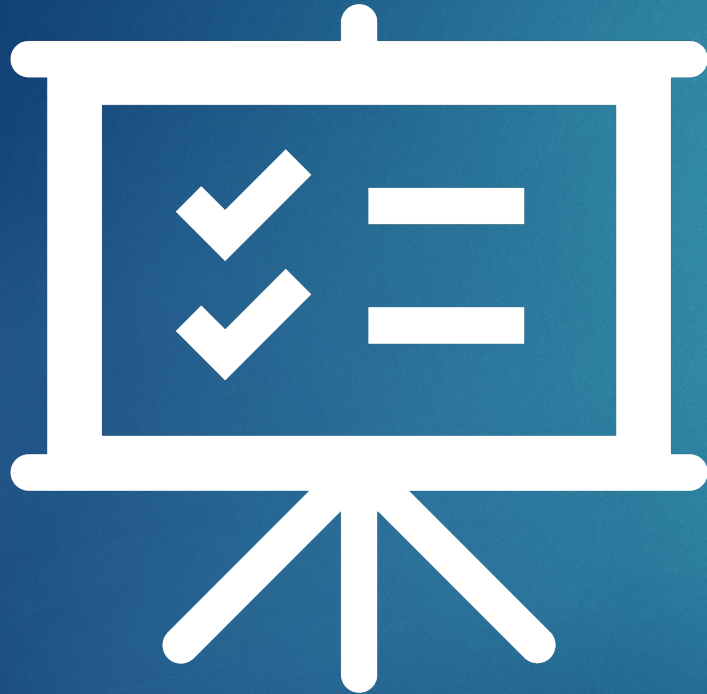
The scenario portion of the simulation is meant to give you some high-level information about the company for which you are building your campaign.

To your left is a bit of information regarding the company's current financial and marketing status. It is recommended that you be wise to take a few notes so that you don't have to frequently revisit these pages. However, you can always return to these pages as often as you'd like.

Help



# Benefits/Outcomes:



- ▶ Students were very engaged – they loved the hands-on, real-world learning experience of the simulation
- ▶ Students enjoyed the game-like, competitive aspect of the Mimic Social simulation
- ▶ Students are able to analyze their actions in the analysis rounds and apply those learnings to subsequent rounds
- ▶ Includes Influencer marketing, which is such an important topic right now
- ▶ E-Textbook is always up-to-date, it is updated 2x per year



# Challenges and Enhancements

- ▶ Grading sheet
  - ▶ Did not align with my organizations grading practices
  - ▶ Worked with internal teams to modify grader to better support our grading policies
- ▶ Some updates needed:
  - ▶ Simulation does not yet include SnapChat, TikTok or stories





# Potential

- ▶ Stukent offers many other eTextbooks for Marketing courses, including:
  - ▶ Digital Marketing – Adwords
  - ▶ Marketing Analytics
  - ▶ Mobile Marketing
  - ▶ Consumer Behavior
- ▶ Stukent.com





The background is a dark blue gradient with numerous light blue and white diagonal streaks, creating a sense of motion or light trails. In the top right corner, there is a solid yellow vertical rectangle. Below it, there is a large, semi-transparent light blue circle.

# Thank You!

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