

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 Details

Instructor: Jonah Berger
Meeting Days: Thursday
Meeting Times: 4-530p ET
Link: <https://upenn.zoom.us/my/jonahberger>

Fall 2: October 24 – December 8
Office Hours: TBD

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 - <https://www.coursera.org/learn/wharton-contagious-viral-marketing#syllabus>
- *Contagious: Why Things Catch On* by Jonah Berger
- Optional:
 - Made to Stick
 - The Tipping Point
 - Diffusion of Innovations

Assessments & Grading

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

	% of total
1. Class Attendance and Participation	30
2. Message Clinic Paper	40
3. Turn in Exercises	30

Reflections are short write ups (1 page max) of what you found most interesting about the videos and or readings for that day of class. What concepts did you find most interesting and why? How do you see those concepts playing out in the word around you?

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Course Content & Schedule

Week	Topic	Things in Advance of Class
1 Oct 27	Introduction	
2 Nov 3	Why Things Catch On (Part 1)	<u>Watch</u> : 8 “week 1” videos (Course Intro, Contagious: How Things Catch on, Making Messages Stick, Simple, Unexpected, Concrete, Credible, Emotional, Stories). <u>Read</u> : <i>Contagious</i> - Introduction, Social Currency, Triggers <u>Turn In</u> : Reflection #1
3 Nov 10	Why Things Catch On (Part 2)	<u>Watch</u> : 4 Week 3 Videos (Word of Mouth, Why Word of Mouth Matters, Social Currency, Triggers) <u>Read</u> : <i>Contagious</i> - Emotion, Public, <u>Turn In</u> : Reflection #2
4 Nov 17	Why Things Catch On (Part 3)	<u>Watch</u> : 2 Week 3 Videos (Emotion, Public) 5 “week 2” videos (The Power of Social Influence, Normative Influence, Using Social Influence to Increase Success, When Social Influence is Anti-Social, Conformity or Divergence?). <u>Read</u> : <i>Contagious</i> - Practical Value, Stories <u>Turn In</u> : Reflection #3
5 Nov 24	Application	<u>Watch</u> : 2 week 3 videos (Practical Value, Stories)
6 Dec 1	Social Networks and Social Listening	<u>Watch</u> : 6 Week 4 Videos (How Social Networks Spread Information and Influence, What are Social Networks? How Networks Shape the Spread of Information, Sprinkler vs. Waterfall, Social Ties and Active Sharing, Course Conclusion) <u>Read</u> : <i>The Catalyst</i> - Introduction
7 Dec 8	Course Wrap up	<u>Turn In</u> : Message Clinic Paper