

MKTG 3839

Social Media Marketing – Summer 2018



Classroom and Time:
100% online

Instructor: Simone Lee, MBA Phone: 678-839-6318
Office: Miller Hall 2311 E-mail: simonelee@westga.edu

Office Hours*: Online M- Th 8-10 AM or by appointment

I. Textbook

Social Media Marketing-Workbook-How To Use Social Media for Business (2018 Edition) by Jason McDonald; Publisher: CreateSpace Independent Publishing Platform; SBN-10: 1539598144; ISBN-13: 978-1539598145 is the official text for the class. The price for the paperback on Amazon.com is around \$26.99, used 19.99. There are also free versions of this text with a Kindle account or an Audible account. *Refer to Book Details in CourseDen.

II. Course Description

This course takes an in-depth look at Internet social networks, social media platforms and online advertising to offer students an advantage in many positions involving marketing, consulting and brand management both on the buyer and seller side of social media. Topics will include understanding applications such as Facebook, blogs, Twitter, Instagram, Pinterest, YouTube, etc- and how to utilize Social Media Marketing on these platforms as a business. The emphasis of this course is on understanding consumers' social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness.

III. Introduction

This course is designed to help the student gain an appreciation for the problems and opportunities of businesses and organizations in how they approach SMM (Social Media Marketing). By gaining and understanding of terminology and concepts and by developing an ability to use specific Social Media marketing tools successfully.

IV. Pre-Requisites

The student is required to have successfully completed MKTG 3803 (Principles of Marketing).

V. Learning Goals

This course offers an overview of how marketing has changed (and is changing) due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and online contexts for achieving business and marketing goals. Students will learn how to develop an online presence, leverage these technologies and use the information in implementing successful marketing strategies. Upon successfully completing the course, the student should:

- Know the differences and interaction between traditional and social media (both paid and unpaid social media).
- Be able to integrate marketing theories, concepts, and principles into a basic framework for social media & online marketing decision processes.

- Be able to develop skills in problem solving. Specifically, students should know how to establish online marketing objectives, analyze the e-business environment, assess the competition, and evaluate internal strengths and weaknesses for the process of formulating online marketing strategy.
- Be able to critically analyze information and material that are presented on various online platforms.
- Be able to analyze and evaluate consumer behavior and digital media based on some basic theory of social networks online and offline (graph theory, sociology).
- Be able to analyze B2B marketing on social media and evaluate marketing effectiveness variables (engagement).
- Be able to use Social Media Analytics and Monitoring.
- Be able to devise brand strategies on social media.

Please review the following information at this [link](#). It contains important material pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

Americans with Disabilities Act

The Office of Disability Services will help you understand your rights and responsibilities under the Americans with Disabilities Act and provide you further assistance with requesting and arranging accommodations.

If you need course adaptations or accommodations because of a disability or chronic illness, please notify your instructor using the course email system by June 4, 2018 and attach a PDF copy of your SAR (Available from the Office of Disability Services). <http://www.westga.edu/~dserve/>

VI. Course Evaluation:

1. **Exams:** No exams.
2. **Schedule:**
 - Quiz 1- June 4
 - Quiz 2- June 6
 - Quiz 3- June 8 AND Assignment 1- Nike (Twitter)
 - Quiz 4- June 11
 - Quiz 5- June 13
 - Quiz 6- June 15 AND Assignment 2- Starbucks (Instagram)
 - Quiz 7- June 18
 - Quiz 8- June 20
 - Quiz 9- June 22 AND Assignment 3- St. Jude Children's Research Hospital (Facebook)
3. **Quizzes:** There will be 9 quizzes. The quizzes **cannot** be made up, **NO EXCEPTIONS**. I will not reopen any quizzes. Be sure to check the schedule and know when quizzes are due.
4. **Term Projects*:** See section below on the 3 term projects, and read about the project within CourseDen. Again, **NO LATE** assignments will be accepted.

3. **Grading:** Your grade will be based on quizzes and assignments only.

Quizzes (9)- **50%**
Term Projects (3)- **50%**

A- 90-100
B- 80-89
C- 70-79
D- 60-69
F- 59-

IX. Quiz and Assignment Due Date Policies:

Late assignments and Quizzes will not be taken {offered} unless:

- (1) there is an emergency which the student discusses with me **BEFORE** missing the assignment and
- (2) documentation of the emergency situation is provided. Students not abiding by these policies will receive a zero.

Other important information:

UWG Online Help Desk (CourseDen help)

Monday - Friday 8:00 AM - 5:00 PM

678-839-6248

online@westga.edu

or 1-855-933-UWGO (8946)

Chat With Us: <http://uwaonline.westga.edu/chat-with-us.php>

24-Hour Help for Current Faculty & Students Only Covers CourseDen (D2L) & Blackboard Collaborate

<https://D2Lhelp.view.usa.edu> (toll-free and live chat options available on this website)

Important Notes:

All class communications with me should be through **your MyUWG account** emailed in CourseDen [University Policy]. The course syllabus provides a general plan for the course. However, deviations may be necessary. **It is your responsibility to stay informed of any changes, new assignments, due dates, or any other information that arises.... these announcements/information will appear in CourseDen (especially in the Announcement section), so make sure you check often!**

When emailing/messaging me or your classmates, professional behavior and grammar are expected. **I will NOT respond to messages that do not follow this protocol.**

I am here to help you. If you need to reach me, please do so via email. I will get back to you as soon as I can, please remember that I may or may not check email on the weekend, holidays, or breaks.

Please provide your name, name of the course, and your phone number in each correspondence.

Have an Awesome June Semester!

Simone L. Lee, MBA

simonelee@westga.edu



The **Wolf Pact** is a commitment by the Richards College of Business family to **honesty, integrity, and professionalism**, accountability for **ethical** behavior, respect for the rights, differences and dignity of others.

The **Wolf Pact** matters because we believe these values are essential to student development; whether personal, academic, or professional. Most importantly-establishing yourself as an honest person of integrity, who acts in a professional and ethical manner- will be as important as the academic skills you learn in the Richards College of Business.

****Term Projects (50%)**

There are three term projects and all are individual projects.

This project requires each student to follow three firms/organizations on Twitter, Instagram and Facebook for the semester. The three firms/organization are *Nike, Starbucks, and St. Jude Children's Research Hospital*. You are required to set up an account with Twitter, Instagram and Facebook in the first week if you do not have one, and follow the sites of the three firms/organization. During the class, you will check the activities of the three firms/organization on the three sites in the past six months and evaluate effectiveness of their marketing based on what we learn from the text. To analyze their marketing effectiveness you should visit their past tweets, watch the videos, click the links, and study the interaction with their followers. At the end of each week you will write a 500-800 word report (two pages) summarizing your findings and send your report to the project folder on Assignments.

- At the end of the first week- **DUE JUNE 8th**, you will turn in the first report for Nike summarizing your findings on its tweets in the past six months (from January 1, 2018-June 8, 2018).
- At the end of the second week- **DUE JUNE 15**, you will turn in the second report summarizing your findings on Starbucks' Marketing on Instagram in the past six months (January 15, 2018 – June 15, 2018).
- At the end of the third week- **DUE JUNE 22**, you will turn in the report summarizing your findings on the marketing of St. Jude Children's Research Hospital on Facebook in the past six months (January 22, 2018-June 22, 2018).

The report should cover at least the following topics, but feel free to add to these or structure differently.

- Overview of the company's presence on the site in the past six months (January 1, 2018 to now). What tweets/messages/videos did they post? How actively? etc.
- Evaluation of the activities of the firms/organization on the site.
 - Are the activities appropriate for the firm/organization?
 - Is there interaction between the firm/organization and followers/consumers and between consumers/followers? Should there be more/less? Is it useful?
 - How successful are they in terms of number (follower/fans)?
 - Analyze the firm/organization's presence over time (six months). Do you see any trends?
 - Provide a rough estimate of the resources needed to maintain the company's presence you currently observe.

Recommendation for the firm/organization.

- What would you recommend or change? Be specific.

- How would you improve the firm/organization's presence on the site?
- Be realistic in terms of budget constraints.
- You can and are encouraged to interact with the company/organization on Twitter, Instagram or Facebook as a fan/consumer, but don't be obtrusive, e.g. don't identify yourself as a student working on an assignment, at least in the beginning.

PAPER FORMAT: The term project paper should be in essay form and as comprehensive as possible. Also, each of your papers should not exceed 800 words, but be between 500-800 words (~2 pages), including exhibits and tables, etc. Make sure to include links/screenshots and whatever is necessary to demonstrate your points. It should be double-spaced, 12-point Times New Roman font with 1-inch right and left margins and 1-inch top and bottom margins. Please use sections, subsections, bullets and the like to enhance readability. Neatness, grammar, and punctuation will be evaluated in addition to content when determining the final grade.

You can also create a video for each of the three reports instead of writing an essay. The video should be less than 15 minutes. Your video should be focused on the company/organization's pages with your speaking. The video should clearly show the content of the pages and your voice should be audible. Please send the links of the videos to the instructor via email before the deadline.

The video report will be evaluated using the same criteria as the written report.

NO late submissions will be accepted.

Grading of Term Projects:

- Outstanding (90% and above): Report is submitted in a timely and complete manner. Summary reflects exceptional preparation and excellent application of text knowledge. Ideas are nearly always important and provide one or more major insights into social media marketing management on the platform. Report is free of all errors, typos, and other inappropriate business etiquette.
- Good (80-89%): Report is submitted in a timely and complete manner. Summary reflects thorough preparation and good application of text knowledge. Ideas are usually important and provide good insights into social media marketing management on the platform. Report is free of all errors, typos, and other inappropriate business etiquette.
- Adequate (70-79%): Report is submitted in a timely and complete manner. Summary reflects satisfactory preparation and adequate application of the text knowledge. Ideas provide useful insights into social media marketing management on the platform. Report is free of all errors, typos, and other inappropriate business etiquette.