

COURSE:

MARKETING 3839, SOCIAL MEDIA MARKETING

SUMMER 2020, 3 CREDITS, JUNE 26-JULY 23, 2020

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WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: _____

917#: _____

Date: _____

THIS DOCUMENT IS A QUIZ IN COURSE DEN THAT MUST BE COMPLETED BY JUNE 28th IN ORDER TO REMAIN IN THE COURSE- FOR COURSE VERIFICATION

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

INSTRUCTOR INFORMATION

Name:

Simone L. Lee, MBA

Office Location:

Miller 2311

Office Hours:

Online 8-10 AM M-Th or by appointment. Appointments are strongly encouraged.

Contact Information:

Phone: 678-839-6318

Email: simonelee@westga.edu

Communication Preference:

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 July Semester!

Simone L. Lee, MBA

simonelee@westga.edu

COURSE INFORMATION

Introduction

Welcome to Social Media Marketing *Online*! 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.

This is an asynchronous- 100% online course. If you registered by mistake, please go see your advisor immediately!

You also need to review the course schedule (Due Dates) and make note of the important deadlines for assignments and exams.

Online classes are great in that they allow you to work on them at your convenience, which is especially helpful to those who have busy work schedules and family lives. Sometimes, however, students will take an online class assuming that it will be “easier.” **You will not find that to be true for this class.**

In a traditional (in-class) class, students have the option of taking a passive approach to learning, simply going to class and listening to lectures (*receiving* the information). **In an online class, though, students must *actively* take it upon themselves to learn. They must take the initiative to read the material and do the assignments without any outside encouragement.**

In a traditional class, you are expected to spend at 3 hours per week IN class and another 6 hours per week outside of class (total of 9 hours per week per course). The same amount of time is expected of you in an online class, which many students fail to realize. (For example, if you spend an hour scanning the material and thirty minutes completing the graded assignment that is due on a particular day, you probably will not receive a very good grade on that assignment.)

If you are willing to take this class just as seriously as you would a traditional class and you are organized and self-directed, you will absolutely do well in this class. If you are not sure, please read this syllabus carefully and decide for yourself whether you would rather take a traditional class or remain with the online version. This is an asynchronous, 100% online- so if you have signed up for the wrong section, please see your advisor immediately! Please adhere to deadlines and due dates.

Pre-requisites:

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

Online Academic Support and Student Resources:

There are multiple links to Academic Support, Counseling, the UWG Online Helpdesk and other resources on the course home page (top, right of course home page).

Course Description: This course is the study of marketing policies and practices in the flow of goods and services to the customer/consumer. This course serves as an introduction to the fundamental principles of marketing for undergraduate students who have no previous background in marketing. The topics covered include market analysis, product development, and channels of distribution, promotion and pricing. You will study the basic concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

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:

1. Know the differences and interaction between traditional and social media (both paid and unpaid social media).
2. Be able to integrate marketing theories, concepts, and principles into a basic framework for social media & online marketing decision processes.
3. 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.
4. Be able to critically analyze information and material that are presented on various online platforms.
5. 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).
6. Be able to analyze B2B marketing on social media and evaluate marketing effectiveness variables (engagement).
7. Be able to use Social Media Analytics and Monitoring.
8. Be able to devise brand strategies on social media.

TEXTBOOKS AND MATERIALS

The Social Media Marketing-Workbook-How To Use Social Media for Business (2020 Updated 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 \$36.00, used options available. There are also free versions of this text with Audible account. *Refer to Book Details in CourseDen.

COURSE MANAGEMENT SYSTEM

- UWG uses CourseDen (a.k.a. Brightspace, formerly Desire2Learn) for our learning management system. Since this is an entirely online course, please take a few minutes to review the Online Student Guide: [Online Student Guide](#).
- UWG|Online provides a training resource for all students – the “CourseDen Training & Free Resources for Students” course. This course provides a wealth of information for using CourseDen, where to find support, integrated tools and services, 3rd party software, and student success skills (time management, study skills, etc.)
- There are helpful tutorials for CourseDen provided in the "Help" tab at the top of the screen.

- **Our UWG Online team is a FANTASTIC resource. If you need assistance with CourseDen at any time during the semester, please don't hesitate to contact them. Their contact information can also be found in the "Help" tab.** Additionally, their website includes accessibility information for disabled students.

SCHEDULED COURSE DEN MAINTENANCE

Please **PAY ATTENTION** to the scheduled maintenance days/times that are performed on a regular basis. **(For example, CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm.)** *You need to avoid taking quizzes, turning in assignments, etc. anywhere near the scheduled maintenance times or else your work could be lost!*

The scheduled maintenance calendar can be found by clicking "Maintenance Schedule" at the TOP of the page.

- You should also note that CourseDen can be accessed directly (via [Direct CourseDen Link](#)) in the case that the MyUWG portal is down. (Save it to your favorites/bookmarks.)

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.

COURSE DESCRIPTION AND ASSIGNMENTS

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.

Papers/Reports/Assignments/Quizzes:

Quizzes (49%):

There will be 10 quizzes. Please note dates available in CourseDen and on the last page of the syllabus. 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.

* If you do not take the Wolf Pact/Verification Quiz by 11:59 PM on June 28, you will be dropped from this class. No exceptions.

Papers (49%):

There are three papers 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 400-600 word report (~two pages) summarizing your findings and send your report to the project folder on Assignments.

- **DUE JULY 5** you will turn in the first report for Nike marketing summarizing your findings on its tweets in the past six months (from February 5, 2020-July 5, 2020).
- **DUE JULY 12**, you will turn in the second report summarizing your findings on Starbucks' marketing on Instagram in the past six months (February 12, 2020 – July 12, 2020).
- **DUE JULY 19**, 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 (February 19, 2020-July 19, 2020).

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 (February 1, 2020 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 400-600 words (~2 pages), including exhibits and tables, etc. Make sure to include links/screenshots and whatever is necessary to demonstrate your points.

Paper must be

- **400-600 words ONLY- if it is below or over word count, you may receive a zero.**
- **double-spaced**
- **12-point Times New Roman font**
- **1-inch right and left margins and 1-inch top and bottom margins**
- **MUST include at minimum 2 exhibits and/or tables (graphics)- company logos can be used, but do not count towards your 2 graphics minimum.**
- **Graphics must be neatly in line with the essay and fall into the 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. Please adhere to the strict guidelines above, failure to do so will result in point deduction (@ min. 5 points per bullet point- except when it comes to word count).**

VIDEO FORMAT: You may also create a video for each of the three papers/reports instead of writing an essay. The video should be between 5-7 minutes. Your video should be focused on the company/organization's pages and with you 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 courseden 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:

In addition to following proper format (listed above), the following will be used to grade each project/paper.

- **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.

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 is provided. Students not abiding by these policies will receive a zero.

Final Grade Calculation:

All assignments will be weighted according to the following scheme in the calculation of your final grade:

- Wolf Pact/Verification Quiz (1) - 2%
- Quizzes (10) - 49%
- Term Projects (3) - 49%

Grading:

- A= 90.0% or more
- B= 80.0% to 89.9%
- C= 70.0% to 79.9%
- D= 60.0% to 69.9%
- F= 59.9% or below

Your final grade will be based on quizzes and assignments only.

UNIVERSITY-WIDE SYLLABUS INFORMATION:

- Please review the "[Common Language for Course Syllabi](#)" for university-wide updates. Even if you have read it before, the most current information is maintained at this site.

Academic Honesty and ADA Statement

- **Academic Honesty:** Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. **You are expected to work on ALL assignments individually;** an act of academic dishonesty will result in a grade of zero for the assignment/assessment and is grounds for dismissal from the College of Business.

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 the end of the second full week of class and attach a PDF copy of your SAR (Available from the Office of Accessibility Services). [Accessibility Services Link](#)

Course Schedule

Principles of Marketing- Online- Summer 2020**

June 26-July 23, 2020*

Due Date	Assignment
June 26-July 23	Make sure you have the BOOK and READ READ READ
28-Jun	Verification Quiz due in COURSEDEN
5-Jul	Quiz 1 due: Social Media Marketing - AND - NIKE Paper
7-Jul	Quiz 2 due: Content Marketing
9-Jul	Quiz 3 due: Facebook
11-Jul	Quiz 4 due: LinkedIn
12-Jul	Quiz 5 due: Twitter- AND - Starbuck Paper
14-Jul	Quiz 6 due: Instagram
16-Jul	Quiz 7 due: YouTube
18-Jul	Quiz 8 due: Pinterest
19-Jul	Quiz 9 due: SEO Local and Reviews- AND - St. Jude Children's Research Hospital Paper
21-Jul	Quiz 10 due: Email Marketing
22-Jul	BONUS Opportunity- To be announced!
	NO FINAL

*Dates and Assignments subject to change. Always check CourseDen for important Announcements.

**Please be aware that assignments will not be graded until after their due dates.