# Wayland Logo

Online Digital Marketing

School of Business

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MKTG 5320 - Social Media Marketing

# **4. TERM**:

Fall 1, 2020

# **5. INSTRUCTOR**:

D. Alan “Dr. Alan” Christopher, Ph.D.

# **6. CONTACT INFORMATION**:

Office phone:

512-219-9297

WBU Email:

David.christopher@wayland.wbu.edu

# **7. OFFICE HOURS, BUILDING & LOCATION**:

I am a remote adjunct, working in Austin, TX. I am usually in my office Mondays and Fridays, but due to job travel requirements, that doesn’t always hold true. The best thing for a consultation is to reach out to me via email and we can set up a time to talk during the week.

# **8. COURSE MEETING TIME & LOCATION**:

Online

**9. *Social Media Marketing (SMM)*** is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly defined audiences.

Unfortunately, today many companies are not preparing for the future of social. It’s not that businesses aren’t trying; many of them have Facebook, Twitter, LinkedIn or Instagram accounts established. They are present and disseminating content on those platforms, but they do not have a proper social media marketing plan in place. It is not enough for students today who will enter the workforce to just be equipped with general theories and knowledge when it comes to social media marketing. Students will need to know how to utilize new and constantly updated social media marketing strategies for businesses.

# 10. PREREQUISITE:

MKTG3312

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Essentials of Social Media Marketing | Charello |  | 2019 | Stukent | 9780-99963-0242 | 1/17/2020 |
| **SIMULATION** | Bundled |  |  | **PUBLISHER** |  |  |
| Mimic Social |  |  |  | Stukent |  |  |

Instructions for obtaining digital copies of “Essentials of Social Media Marketing” and Mimic Social will be distributed individually via email from no-reply@stukent.com. License keys may also be available for purchase from the bookstore, but the cheapest way to purchase the material is buying direct from stukent.com. Watch for the email and check your spam folder in case it somehow goes there.

# 12. OPTIONAL MATERIALS

| **CERTIFICATION** |  |  |  | **PUBLISHER** |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Social Media |  |  |  | Hubspot |  |  |

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Evaluate differences between social media and traditional marketing strategies.
* Analyze social media marketing rules of engagement.
* Appraise different types of social media platforms: social networks, micro blogs, content sharing, content creation, and video marketing.
* Assess the ethical relationship between social media monitoring and data governance.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

As this is an online class, attendance is measured by on time assignment completion. Any student falling behind risks being dropped from the course by the University.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero-tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported, and second offenses will result in suspension from the University.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

|  |  |  |
| --- | --- | --- |
| Assignment |  | % |
| Discussions (3) | | 12 |
| Follow up posts (2 per 3 Weeks) | | 24 |
| Mimic Social (7 weeks) | | 35 |
| Elevator Speech | | 2 |
| Personal Brand | | 2 |
| LinkedIn | | 2 |
| Career paper | | 3 |
| Blog Post | | 2 |
| Buhl Paper | | 18 |
| Grading Scale | |
| A | 94-100% |
| A- | 90-93 |
| B+ | 87-89 |
| B | 84-86 |
| B- | 80-83 |
| C+ | 77-79 |
| C | 74-76 |
| C- | 70-73 |
| D+ | 67-69 |
| D | 60-66 |
| F | 59 and below |

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

# Essentials of Social Media Marketing MKGT5320 Weekly Schedule & Assignments

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Textbook Chapters | Assignments | Mimic Social Simulation |  |
| 1 | **CHAPTER 1**: INTRODUCTION TO SOCIAL MEDIA MARKETING  **CHAPTER 2:** DEVELOPING YOUR PERSONAL BRAND | **LinkedIn Assignment.** Update your LinkedIn profile, to include a professional headshot, background photo, education, career accomplishments and join at least two organization that interest you.  Or Facebook Assignment to create a group Facebook page for the program at WBU. | Introduce & have students sign up for Mimic Social Simulation and complete Simulation Round One & Two |  |
| 2 | **CHAPTER 3:** SOCIAL MEDIA MARKETING STRATEGY  **CHAPTER 4:** MARKETING WITH FACEBOOK  **CHAPTER 5:** MARKETING WITH INSTAGRAM | .  **Discussion question:** Answer the questions at the end of Round Two of the Simulation. | Simulation Round Three & Four |  |
| 3 | **CHAPTER 6**: MARKETING WITH TWITTER  **CHAPTER 7:** MARKETING WITH SNAPCHAT  **CHAPTER 8**: MARKETING WITH PINTEREST  **CHAPTER 9:** MARKETING WITH LINKEDIN | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 2.  **Elevator Speech**. 15 second video on why you entered this program and what you intend to do with this degree | Simulation Round Five & Six |  |
| 4 | **CHAPTER 10:** MARKETING WITH YOUTUBE  **CHAPTER 11:** BLOGS, VLOGS, PODCASTS AND WEBINARS | **Discussion question:** Answer the questions at the end of Round Six of the Simulation | Simulation Round Seven & Eight |  |
| 5 | **CHAPTER 12**: SOCIAL MEDIA MARKETING CAMPAIGNS  **CHAPTER 13**: INFLUENCER MARKETING WITH SOCIAL MEDIA | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 4.  **Students go to indeed.com or any career website** and look up jobs in social media. Write a 2-3 page paper on 2 jobs in social media that look interesting and why. | Simulation Round Nine & Ten |  |
| 6 | **CHAPTER 14**: EMPLOYEE ADVOCACY  **CHAPTER 15**: SOCIAL MEDIA POLICIES AND CRISIS RESPONSE PLAN | **Discussion question:** Answer the questions at the end of Round 10 of the Simulation | Simulation Round Eleven & Twelve |  |
| 7 | **CHAPTER 16:** SOCIAL MEDIA ADVERTISING  **CHAPTER 17:** SOCIAL SELLING | **Blog/Article** Assignment. Using Wordpress or another site, write a blog on any topic related to work or your personal life. 700-800 words.  **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 6. | Simulation Round Thirteen & Fourteen |  |
| 8 | **CHAPTER 18:** SOCIAL MEDIA ANALYTICS AND MEASURING ROI | **Brand Video:** YouTube video applying the social media principles to a job application. | Social Media Marketing Plan with final analysis/recommendations for Buhi Supply Co Due |  |
|  | | | | |

**19 Graded Assignments**

**19.1 Discussion posts.** In weeks 2,4 and 6 you will have a discussion question. It will relate to the simulation and will consist of you detailing what you did in the simulation. Please follow the questions and requirements for each posting as detailed in the discussion question.

**19.2 Follow up to the discussion posts.** In weeks 3, 5 and 7 you will do two (2) response posts to your classmates’ posts from the previous week. Challenge their assumption, ask questions, create dialogue, but remember to be nice in your approach.

**19.3 Mimic Social Simulation.** For the first 7 weeks you will have two sections each week of the simulation. You are graded on your completion and performance in the sim.

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The Mimic Social simulation will give students a taste of what it is like to run a social media marketing campaign for a business.   
  
Students will run the social media marketing strategy for Buhi Supply Co., an e-commerce and retail bag supplier. It specializes in backpack, purse, wallet, satchel, and duffel products. Its business goals are to find bags that resonate with a design-conscious audience, manufacture them at affordable costs, and sell them for a profit at competitive prices.   
  
Buhi aims to design functional bags that evoke nostalgia, bags with enough personality for even the choosiest of Millennials. This goal has been a driving factor that has helped Buhi's sales grow significantly since it was founded in 2009. A student’s role as the social media manager is to help Buhi reach this goal by increasing the number of visitors on its website. There are twelve rounds to the simulation wherein students will be required to create seven to 12 social media posts per week per platform, or one to two per day. Two rounds will be completed each week of the semester for a total of 8 weeks. Students will be responsible for analyzing their content's performance to determine the optimal number of posts for each platform, as well as the channels they believe will best promote Buhi products. Students will also have a $5,000 weekly social media advertising budget to promote posts.   
  
It is likely that students will not do very well for the first round or two, but that is all right. Don't worry. Their experience with the simulation, combined with the lesson materials, will help prepare students for success in social media marketing.   
  
The final project will be to create a social media plan and summary of recommendations for Buhi Supply Co.

**19.4 LinkedIn Assignment.** In Week 1 you will have to create/revamp your LinkedIn profile, and submit a paper to your professor. Please read Chapter 2 for the correct elements for a LinkedIn profile.

**19.5 Elevator Speech.** In week 3 you will create a 15 second YouTube video introducing yourself and stating why you came to WBU for this degree, and what you hope to do with the degree.

**19.6 Career paper.** In week 5 you will use any career website to find 2 social media jobs that look appealing to you, why you would be interesting in that job, and what skill and education you would need to apply for the job.

**19.7** **Blog/Article** **Assignmen**t. In week 7 you will use Wordpress or another site and write a blog on any topic related to work or your personal life. 700-800 words.

**19.8 Brand video.** In week 8 you will submit a 2-minute video on YouTube applying for a job with my company for whatever it is you do. You’ll take any 3 digital marketing principles we studied in this class and tell me what you’ve done with them in your previous job or make up job requirements for my company. This is your final exam.