**Wayland 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.

**Contact Information**

**Course**

: MKTG 3320 VC-01 – Social Media Marketing

**Campus**

: Online

**Term/Session**

**:** Fall 1 2023

**Instructor**

**:** Dr. Alan Christopher

**Office Phone Number/Cell #**

**:** 512-219-9297

**WBU Email Address**

**:** david.christopher@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Online via Zoom. Contact for appointment.

**Class Meeting Time and Location**

**:** <<Online

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

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

*If this is an UNDERGRAD class the textbook for this course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. If the course requires a physical book you can order at bookstore.wbu.edu. The cost of all your materials are billed to your student account at $26.00 per credit hour. You can choose to opt-out, however if you do you will lose access to* ***all******classes/materials*** *and have to source through third party vendors You will be notified via email with access instructions and additional information. If you are in a GRADUATE class you will have an Automatic eBook which is billed directly to your student account or a physical book that can be purchased at bookstore.wbu.edu.  If you do not wish to participate in the Automatic eBook program, you will have the first week of class to opt-out of the program (additional details will be outlined in your email instructions).*

**Course Information**

**Catalog Description**

**:**

Conceptual frameworks of how social media is strategically used to market to consumers. It also examines the use of popular social media platforms and emerging forms that include email marketing, mobile marketing, gaming, and location based mediums. Additionally, provides a basic understanding of how to measure financial effectiveness (return on investment) of a social media marketing campaign.

**Prerequisite:**

MKTG 3312

**Course Outcome Competencies**

**:**

* Compare social media to traditional marketing strategies.
* Examine 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.

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, [hammerr@wbu.edu](mailto:hammerr@wbu.edu) or call 1-866-547-9192 for

24/7 Blackboard Support.

**Student Grade Appeals**

**:** 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 to the 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.

**Course Requirements and Grading Criteria**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Schedule** | **Items to be done** | |  |  |  |  |  |
| Week 1 | Read Chs 1-3 in the text | | |  |  |  |  |
|  | Submit Chs 1-3 quizzes | | |  |  |  |  |
|  | Week 1 discussion | |  |  |  |  |  |
| Week 2 | Read Chs 4-6 in the text | | |  |  |  |  |
|  | Submit Chs 4-6 quizzes | | |  |  |  |  |
|  | Week 2 discussion | |  |  |  |  |  |
| Week 3 | Read Chs 7-9 in text | |  |  |  |  |  |
|  | Submit Chs 7-9 quizzes | | |  |  |  |  |
|  | Week 3 Discussion | |  |  |  |  |  |
|  | Social Media Plan part 1 | | |  |  |  |  |
| Week 4 | Read Chs 10-12 | |  |  |  |  |  |
|  | Submit Chs 10-12 quizzes | | |  |  |  |  |
|  | Week 4 Discussion | |  |  |  |  |  |
| Week 5 | Read Chs 13 - 14 | |  |  |  |  |  |
|  | Submit Chs 13 - 14 quizzes | | |  |  |  |  |
|  | Week 5 Discussion | |  |  |  |  |  |
| Week 6 | Read Chs 15 - 16 | |  |  |  |  |  |
|  | Submit Chs 15-16 quizzes | | |  |  |  |  |
|  | Week 6 discussion | |  |  |  |  |  |
|  | Social Media Plan Part II | | |  |  |  |  |
| Week 7 | Read Chs 17 - 18 | |  |  |  |  |  |
|  | Submit Chs 17 - 18 quizzes | | |  |  |  |  |
|  | Week 7 Discussion | |  |  |  |  |  |
| Week 8 | Week 8 Discussion | |  |  |  |  |  |
|  | Personal reflection paper | | |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Course Requirements and Grading Criteria** | | | |  |  |  |  |
| You will be required to participate in a discussion each week, including a substantive initial | | | | | | | |
| post and at least two substantive reply posts to your peers. | | | | |  |  |  |
|  |  |  |  |  |  |  |  |
| In addition to weekly discussions, your ability to remember and understand course material | | | | | | | |
| will be assessed via weekly chapter quizzes from the Essentials of Social Media | | | | | | |  |
| Marketing textbook. | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| To apply what you learn, you will be required to develop a 2-part Social Media Plan for | | | | | | | |
| an organization or product of your choice consisting of: | | | | |  |  |  |
| will be assessed via weekly chapter quizzes from the Essentials of Social Media | | | | | | |  |
| 1. Part I Needs Analysis & Audience Analysis | | | |  |  |  |  |
| 2. Part II Platform Selection & Performance Objectives and Metrics | | | | | |  |  |
|  |  |  |  |  |  |  |  |
| Finally, to wrap things up, in week eight you will be required to submit a written personal | | | | | | | |
| reflection discussing what you learned in the course and how you can apply what you’ve | | | | | | | |
| learned to your career. The body of this paper should be at least 3 to 4 pages, | | | | | | |  |
| double-spaced, using APA format. It should be submitted with a cover page and a references | | | | | | | |
| page, if applicable (references are not required). The font should be standard 12-point, | | | | | | | |
| and margins should be one inch. | | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Point Distribution |  |  |  |  |  |  |  |
| Discussions 200 pts. (22%) | |  |  |  |  |  |  |
| Chapter Quizzes 450 pts. (50%) | |  |  |  |  |  |  |
| Social Media Plan Part I: Needs Analysis & Audience Analysis 100 pts. (11%) | | | | | | |  |
| Social Media Plan Part II: Platform Selection & Performance Objectives and | | | | | | |  |
| Metrics 100 pts. (11%) | |  |  |  |  |  |  |
| Personal Reflection Final Paper 50 pts. (6%) | | | |  |  |  |  |

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion.  If the work is not completed by the appropriate date, the I is converted to an F.

**Tentative Schedule**