**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 <<Section #>> – Social Media Marketing

**Campus**

: WBUonline

**Term/Session**

**:** Fall 1 2025

**Instructor**

**:** Leon Chickering

**Office Phone Number/Cell #**

**:** 360-888-4725

**WBU Email Address**

**:** leon.chickering@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** Email, text or call me. I am on Pacific Time

**Class Meeting Time and Location**

**:** Online

**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

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Essentials of Social Media Marketing  | Charello |  | 2024 | Stukent | 9780-99963-2035 |
| Mimic Social |  |  |  | Stukent |  |
| Pitch VantagePresentation Software |  |  |  |  | 9780-69293-3008 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** <<List optional materials recommended to enhance student learning>>

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Social Media |  |  |  | Hubspot |  |  |

**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)

**Artificial Intelligence:** reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course: Choose A, B or C and delete the others.

* 1. **No use of any generative AI tools permitted.**
		1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
		2. All assignments must be fully created, designed, and prepared by the student(s).
		3. Any work that uses generative AI will be treated as plagiarism.

**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.

**Course Requirements and Grading Criteria**

**First required Assignment—**Students must take this 2-point assignment acknowledging they are taking this courses.

**Student Introduction** – Students will earn 10 points for introducing themselves to their peers.

**PitchVantage**—Students will login to this program by the end of the first week of class.

**Discussion posts and Follow up .** 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. In weeks 3, 5, and 7 you will do two (2) response posts to your classmates’ posts from the previous week.All 6 discussions are worth 25 points each.

**Presentations Assignments –**There will be 2 presentations worth 75 points each using PitchVantage. One will be an “**Integration of Faith**” and the last one “**Your Impressions of the Simternship simulation**” from Stukent.

**Social Media Simternship**—this robust program is combined with the textbook to create a very valuable example of real-world social media marketing processes. This program is designed to give the student real life experiences. Each week will be assigned, coinciding with textbook chapters modules, and the discussion forums will be taken from the results of the simulation. Two rounds every week beginning in week 1 and ending in week 7. To access the Simulation, copy this link to your browser; <https://join.stukent.com/join/8DF-9DE>

**Exams** – there are two exams, midterm and final covering the first half of the textbook chapters and the second half of the chapters. Each exam is 100 points.

Other Important Information:

1. Written work (including discussion boards) is graded on the basis of content first, but also on the quality of grammar, punctuation, and APA formatting.
2. All written assignments should be 12-point type, double-spaced, Times New Roman, and using APA Manuscript Writing Style.
3. Questions concerning grades received should be resolved within one week after the assignment has been returned.
4. All work should be original work of the individual student.
5. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.
6. Students may need to use the Internet to access some assignments.
7. Always contact the professor if you need assistance.
8. Late assignments are graded with a 10% late penalty for the first week and 20% for the second week. Assignments later than 2 weeks will not be accepted.
9. All late work and assignments must be turned in by final course date. Discussions are not accepted after the due date.

## **Grading Scale:**

A 90% - above 450 - 500

B 80% - above 400 - 449

C 70% - above 350 - 399

D 60% - above 300 - 359

F 50% - above 0 - 250

**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.

**Tentative Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Deliverable** | **Points** | **Percentage** | **Due Date** |
| Week One | Social Media Marketing (MKTG 3320) |  |  |  |
|  | Introduction \* starts Thursday for full points, Pitch vantage | 22 |  4.0%  | 8/17/2025 |
|  | Simternship rounds 1 & 2 (2 per week continuing to week 7) |   |  | 8/17/2025 |
|  | Read Chapters 1 & 2 and Mimic Simulation sign up  |  |  | 8/17/2025 |
| Week Two | Social Media Marketing Strategy, Facebook and Instagram |  |  |  |
|  | Discussion \* starts Thursday for full points | 25 | 5.0% | 8/24/2025 |
|  | Read Chapters 3, 4, & 5  |  |  | 8/24/2025 |
| Week Three | Marketing w/Snapchat, X, Pinterest and LinkedIn |  |  |  |
|  | Read Chapters 6,7, 8, 9, Pitchvantage presentation |  75 |  | 8/31/2025 |
|  | Reply-Discussion \* starts Thursday for full points |  25 |  5.0% | 8/31/2025 |
| Week Four | Marketing w/YouTube and Tik Tok |  |  |  |
|  | Discussion of Mimic round 6 \* starts Thursday for full points  |  25  | 5.0% | 9/7/2025 |
|  | Read Chapters 10 & 11, and first half exam  |  100 | 20.0% | 9/7/2025 |
| Week Five | Blogs, Vlogs, Podcasts, Campaigns |  |  |  |
|  | Reply-Discussion \* starts Thursday for full points |  25 | 5.0% | 9/14/2025 |
|  | Read Chapter 12 & 13,  |   | 15.0% | 9/14/2025 |
| Week Six | Employee Advocacy and Influencer Marketing |  |  |  |
|  | Discussion of Mimic round 10 \* starts Thursday for full points |  25 | 5.0% | 9/21/2025 |
|  | Read Chapters 14 &15 |  |  | 9/21/2025 |
| Week Seven | Social Media Advertising and Selling and Policies |  |  | 9/28/2025 |
|  | Read Chapters 16, 17 and 18  Reply-Discussion & Pitch Vantage presentation |  100 | 5.0% | 9/282025 |
| Week Eight | Social Media Analytics and measuring |  |  |  |
|  | Exam 100 points | 100 | 31.0% | 10/5/2025 |
| Totals |  | 500 | 100.0% |  |