**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 5320 VC01 – Social Media Marketing

**Campus**

: WBUonline

**Term/Session**

**:** Fall 2025

**Instructor**

**:** Dr. Rob Weber

**Office Phone Number/Cell #**

**:** 217-240-4014

**WBU Email Address**

**:** danny.weber@wayland.wbu.edu

**Office Hours, Building, and Location**

**: I am an adjunct professor living in Toledo, IL**

**Class Meeting Time and Location**

**:** online, asynchronous

**Catalog Description**

**:**

Manage conceptual frameworks for social media campaigns to strategically market to consumers. Evaluate the use of popular social media platforms and emerging forms that include email marketing, mobile marketing, gaming, and location based mediums. Additionally, provides a measurement for financial effectiveness (return on investment) for social media marketing campaigns.

**Prerequisite:**

MKTG 3312 or MKTG 5302

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Essentials of Social Media Marketing | Charello |  | 2024 | Stukent | 9780-99963-0235 |

*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.*

**Course Outcome 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.

**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:** **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**

**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.

**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**

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| --- | --- | --- |
| Week | Textbook Chapters | Optional in Class or Homework Assignments |
| 1 | **Chapter 1**: Introduction to Social Media Marketing  **Chapter 2:** Developing your Personal Brand | **Chapter 2**: For the discussion, you will develop your personal brand. What does that look like? What do you see as your personal brand and what do you want people to see as your personal brand on social media? Are they the same? |
| 2 | **Chapter 3:** Social Media Marketing Strategy | **Good examples of social media marketing:** For the discussion you will need to find an example of great content strategies from your chosen brand on Facebook and Instagram. Describe why, provide examples, and critique the brand in what it could do better. |
| 3 | **Chapter 4:** Marketing with Facebook  **Chapter 5:** Marketing with Instagram | **Short Paper: Facebook Group Assignment**  Participate in social media communities using Facebook Groups  Identify specific metrics used to analyze social media posts  Analyze strengths and weaknesses of posted content |
| 4 | **Chapter 6**: Marketing with X  **Chapter 7:** Marketing with Snapchat | **Marketing on X and SnapChat:**  For the discussion, you will need to find examples of great content strategies from brands on X and Snapchat (1 each). Identify what they are doing well and critique them on what they could do better. Provide screenshots. |
| 5 | **Chapter 13: Social Media Marketing Campaigns**  **Chapter 14**: Influencer Marketing with Social Media | **Wishpond Social Media Marketing Campaign Assignment Due** |
| 6 | **Chapter 16**: Social Media Policies and Crisis Response Plan | **Crisis Response plan**: For the discussion, you will choose a company and provide a crisis response plan. Outline five key factors, the timing behind the plan and how to implement the plan. What concerns do you have? What should employees know when posting on social media? |
| 7 | **Chapter 17**: Social Selling | **Social Selling Video**  Your boss has identified the need to transition to social selling but lacks the know-how to initiate the change. Your mission is to create a training video that introduces the concept of social selling to the team, outlining its benefits, platforms to leverage, profile optimization techniques, available tools, and a compelling call to action. |
| 8 | **Chapter 18:** Social Media Analytics and Measuring ROI | **Social Media Marketing Plan**  For this final assignment, you will be tasked with creating a social media marketing plan for a brand of your choice promoting a new product. Please use at least three social media channels to promote the product. Provide content, images and details of the campaign along with a company background. |

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| --- | --- | --- |
| Assignment |  | Points |
| Discussions (4) | | 50 (200) |
| Short Paper | | 50 |
| Wishpond Campaign Assignment | | 50 |
| Social Selling Video | | 100 |
| Social Media Marketing Plan | | 200 |
| Grading Scale | | 600 |

**Additional Information**

You will be graded on active participation.

* Participate – You are expected to contribute, and we need everyone to be actively engaged in the discussions.
* Add value – teams benefit from the diverse opinions of the group – have confidence in your own ideas and insights and sell them;
* Be positive and proactive – in business, most people are smart. The biggest differentiator is attitude – successful teams need people that are upbeat, action-oriented and look for the good in other team members;
* Provide feedback – speak up if there is anything you do not like about how our team is operating. We are always open to a better idea – you have the power to change it;
* Be professional – The WBU mission states that we strive to educate students in a distinctively Christian environment for professional success, and service to God and humankind. This encompasses acts of kindness, respect, serving others, a positive attitude and commitment to our program (i.e. meeting deadlines, teamwork, and respectful communication with your team, cohort, professors, staff and our community).
* Late assignments are graded with a 11% late penalty for the first week. Assignments later than 1 week will not be accepted. All late work and assignments must be turned in by final course date. Discussions are not accepted after the due date.

**Discussion Boards**

This class has 4 discussion boards. You will be graded by the following:

1. Log in and answer the question fully by Thursday night. As you are graduate students I expect more than a few sentences. I expect at least one scholarly resource (meaning that it is peer reviewed, such as an academic journal). No \*pedia references. Company website boilerplate material is acceptable to make a point but does not substitute for an academic reference. I also expect to see a graphic detailing your point with a proper source (which is separate from your reference and citation). These resources will be cited and referenced in proper APA7 format. You will also use APA headings based on the questions.
2. For response credit, you must respond to at least two of your classmates’ original posts by Sunday night. Responding to me when I ask a question, or to your classmates within your post is recommended to keep the dialogue going, but these responses do not count towards your grade. Responses also require at least one academic, peer reviewed reference, properly cited and referenced each post, and at least one graphic or video to illustrate your post each post.
3. Therefore, I expect you to have anywhere from 3 - 6 posts each week. This is where we learn in this class and if you do not participate it will affect your grade and your knowledge in this class.
4. I recommend that you do not wait until the last minute to engage in the discussions. The good topics and company examples will be taken, and I've had students with tech issues in the past. Don't be one of those people who call me Sunday night at 11:45 complaining they can't get on the boards because of some tech issue.
5. Look at the article I posted on how to do a complete discussion post. You will be graded on the requirements for APA, citations and references, graphics and sources, etc. You’ll also see all the requirements in the grading rubric available each week.

**Short Paper: Facebook Group Assignment**

You will be tasked with participating in social media communities using Facebook Groups. You will read the article below by SkedSocial discussing why companies are opting for Facebook Groups to promote engagement.

“How Brands Are Using Facebook Groups to Improve Engagement”

**Part Two**

After reading this article, join three groups on Facebook that you’d be interested in following. To ensure the group is active, it must be positing 2-3 posts daily. Your paper will be 3-4 pages long and make sure the Appendix has screenshots to reinforce your followings of the groups.

**2.** Take a screenshot of each of the 5 newest posts and insert them in the Appendix.

**3.** Identify what metrics are used to evaluate these posts. Record the number of likes, comments, and shares on the table below.

**4.** Ask yourself the following analysis questions (record your observations in the table provided in chapter 4):

● What type of content is this? (organic, paid promotion, story, influencer, etc) ● What are these posts doing well? Or, why are these posts not doing well?

● What could make these posts more effective?

## **Wishpond Social Media Marketing Campaign Assignment**

Using what you learned in Chapter 12, create a photo contest and develop a campaign name and theme. Keeping in mind that Peak Apparel sells outdoor gear and accessories, select a prize that would be relevant to Peak's core audience.

**What’s a Photo Contest?**

Photo contests include an entry form with an upload image field so the entry photos can then display on the contest's gallery page. You can then customize the contest so participants can vote on these entries.

**What You’ll Do**

* Develop a theme for the campaign
* Pick a prize
* Decide what information you'd like to collect (name, email, gender, location, etc.)
* Choose a contest end date

Once you've picked a prize, campaign type, and theme, log on to Wishpond and start building your campaign.

**Social Selling Video**

Your boss has identified the need to transition to social selling but lacks the know-how to initiate the change. Your mission is to create a training video that introduces the concept of social selling to the team, outlining its benefits, platforms to leverage, profile optimization techniques, available tools, and a compelling call to action.

**Social Media Marketing Plan**

For this final assignment, you will be tasked with creating a social media marketing plan for a brand of your choice promoting a new product. Please use at least three social media channels to promote the product. Provide content, images and details of the campaign along with a company background. There should be at least 5-7 pages of content with the Appendix housing any creations. Include at least 5 references cited in APA 7th edition format.