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Campus Name--online

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 3320 VC01 -Social Media Marketing

# **4. TERM**:

# Spring 1 2021

# **5. INSTRUCTOR**:

# Leon Chickering

# **6. CONTACT INFORMATION**:

Office phone: n/a

WBU Email: leon.chickering@wayland.wbu.edu

Cell phone: 360-888-4725

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

call/email for appointment—I am on Pacific Time

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

Meeting day & time: online

# **9. 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.

# 10. PREREQUISITE:

MKTG3312

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Essentials of Social Media Marketing | Charello |  | 2019 | Stukent | 978-0-9996302-4-2 | 1/17/2020 |
| **SIMULATION** | Bundled |  |  | **PUBLISHER** |  |  |
| Mimic Social |  |  |  | Stukent | 978-0-9996302-4-2 | 1/17/2020 |

# 12. OPTIONAL MATERIALS

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

# **13. COURSE OUTCOMES AND 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.
* Work through the Stukent simulation to experience real live strategies in the marketplace
* It is encouraged that students take the Hubspot certification course. It will be great for their careers moving forward

# 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**:

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. All late work and assignments must be turned in by final course date. Discussions are not accepted after the due date.

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

**HubSpot Certification**—I am encouraging you to take the HubSpot certification course. It will be great for your career moving forward and is free!--<https://academy.hubspot.com/courses?hubs_signup-url=www.hubspot.com/&hubs_signup-cta=hsg-nav__box-link&_ga=2.19520381.419541510.1593793525-220858049.1586473119&page=1>

It is not a graded activity.

**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.

**Assignments**

* Students will be responsible for writing a **blog** on any topic of your choosing. Topics can include digital marketing, social media marketing, a personal story, advice, or you can elect to write a blog for the student’s client or mimic social project. Students blogs will be published to their LinkedIn account as a LinkedIn published article or published on a student’s own blog site. Students blog posts should be 400-1,000 words in length and be original
* **Mimic Social Simulation**—this robust program is combined with the textbook to create a very valuable example of real world social media marketing processes. 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.
* **Mimic Social Completion paper due last week of class**;

Student will answer the following questions in an APA formatted assignment regarding the mimic social simulation. Please include examples from some of the rounds.

What are your key takeaways?

What will you be able to apply to your future business experiences?

What would you change about the simulation?

The paper will be at least two pages of content with one page as the title and appropriate references if required

Should you explain the simulation to another student or somebody in your work life how would you characterize it? What would be its strengths and weaknesses?

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

## **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

Other Important Information:

1. Written work, including the term paper, 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 will need to use the Internet to access some assignments.
7. Always contact the professor if you need assistance.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Deliverable** | **Points** | **Percentage** | **Due Date** |
| Week One | Social Media Marketing (MKTG 3320) |  |  |  |
|  | Introduction \* starts Thursday for full points | 10 | 2.0% | 1/17/2021 |
|  | Mimic social rounds 1 & 2 (2 per week continuing to week 7) |  |  | 1/17/2021 |
|  | Read Chapters 1 & 2 and Mimic Simulation sign up |  |  | 1/17/2021 |
| Week Two | Social Media Marketing Strategy, Facebook and Instagram |  |  |  |
|  | Discussion \* starts Thursday for full points | 25 | 5.0% | 1/24/2021 |
|  | Read Chapters 3, 4, & 5 |  |  | 1/24/2021 |
| Week Three | Marketing w/Snapchat, Twitter, Pinterest and LinkedIn |  |  |  |
|  | Read Chapters 6,7, 8, 9, Blog assignment due | 50 | 10.% | 1/31/2020 |
|  | Reply-Discussion \* starts Thursday for full points | 25 | 5.0% | 1/31/2021 |
| Week Four | Marketing w/Youtube and Blogs, Vlogs, Podcasts |  |  |  |
|  | Discussion of Mimic round 6 \* starts Thursday for full points | 25 | 5.0% | 2/7/2021 |
|  | Read Chapters 10 & 11, and first half exam | 100 | 20.0% | 2/7/2021 |
| Week Five | Social Media Campaign and Influencers |  |  |  |
|  | Reply-Discussion \* starts Thursday for full points | 25 | 5.0% | 2/14/2021 |
|  | Read Chapter 12 & 13, |  |  | 2/14/2021 |
| Week Six | Employee Advocacy and Social Media policies |  |  |  |
|  | Discussion of Mimic round 10 \* starts Thursday for full points | 25 | 5.0% | 2/21/2021 |
|  | Read Chapters 14 &15 |  |  | 2/21/2021 |
| Week Seven | Social Media Advertising and Selling |  |  | 2/28/2021 |
|  | Read Chapters 16 & 17  Reply-Discussion \* starts Thursday for full points | 25 | 5.0% | 2/28/202 |
| Week Eight | Social Media Analytics and measuring |  |  |  |
|  | Exam 100 points and Mimic Completion 70 points | 170 | 34.0% | 3/7/2021 |
| Totals |  | 500 | 100.0% |  |

**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.** **Mimic Social Simulation.** 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. The student will participate over an 8 week period. 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.   
  
This experience with the simulation, combined with the lesson materials, will help prepare you for success in social media marketing.

# 19. ADDITIONAL INFORMATION

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching the class that which your education and experiences have taught you.

“This class will adhere to zero tolerance for using someone else’s work as your own.”

“Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”