

## Wayland Mission Statement

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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

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**Course:** MKTG 3320 VC01 – Social Media Marketing

**Campus:** WBUonline

**Term/Session:** Spring 1 2023

**Instructor:** Leon Chickering

**Office Phone Number/Cell #:** 360-888-4725

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

**Office Hours, Building, and Location:** call/email for appointment I am on Pacific Time

**Class Meeting Time and Location:** online

## Textbook Information

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### Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Essentials of Social Media Marketing</u>	Charello		2019	Stukent	9780-99963-0242
SIMULATION	Bundled			PUBLISHER	
<u>Mimic Social</u>				Stukent	9780-99963-0242

The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.

### Optional Materials:

				<b>PUBLISHER</b>		
<u>Social Media</u>				<u>Hubspot</u>		

## Course Information

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### 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

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### 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

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**Statement on Plagiarism and 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.

**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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. 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

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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](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. 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://home.stukent.com/join/F01-DD1>

- **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.
8. Students will need to use the Internet to access some assignments.
9. Always contact the professor if you need assistance.

### 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

Week	Deliverable	Points	Percentage	Due Date
Week One	Social Media Marketing (MKTG 3320)			
	Introduction * starts Thursday for full points	10	2.0%	1/22/2023
	Mimic social rounds 1 & 2 (2 per week continuing to week 7)			1/22/2023
	Read Chapters 1 & 2 and Mimic Simulation sign up			1/22/2023
Week Two	Social Media Marketing Strategy, Facebook and Instagram			
	Discussion * starts Thursday for full points	25	5.0%	1/29/2023
	Read Chapters 3, 4, & 5			1/29/2023
Week Three	Marketing w/Snapchat, Twitter, Pinterest and LinkedIn			
	Read Chapters 6,7, 8, 9, Blog assignment due	50	10.0%	2/5/2023
	Reply-Discussion * starts Thursday for full points	25	5.0%	2/5/2023
Week Four	Marketing w/Youtube and Blogs, Vlogs, Podcasts			
	Discussion of Mimic round 6 * starts Thursday for full points	25	5.0%	2/12/2023
	Read Chapters 10 & 11, and first half exam	100	20.0%	2/12/2023
Week Five	Social Media Campaign and Influencers			
	Reply-Discussion * starts Thursday for full points	25	5.0%	2/19//2023
	Read Chapter 12 & 13,			2/19/2023
Week Six	Employee Advocacy and Social Media policies			
	Discussion of Mimic round 10 * starts Thursday for full points	25	5.0%	2/26/2023
	Read Chapters 14 &15			2/26/2023
Week Seven	Social Media Advertising and Selling			3/5/2023
	Read Chapters 16 & 17			
	Reply-Discussion * starts Thursday for full points	25	5.0%	3/5/2023
Week Eight	Social Media Analytics and measuring			
	Exam 100 points and Mimic Completion 70 points	170	34.0%	3/12/2023
Totals		500	100.0%	