

## 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 **STACKED**

**Campus:** WBUonline

**Term/Session:** Spring I 2026

**Instructor:** Dr. Madison P. Greenwood

**Office Phone Number/Cell #:** Call/Text 614-915-9581

**WBU Email Address:** Madison.Greenwood@wayland.wbu.edu

**Office Hours, Building, and Location:** Call/Text or Email

**Class Meeting Time and Location:** WBUOnline

**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

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

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<a href="#"><u>Essentials of Social Media Marketing</u></a>	Charello		2024	Stukent	9780-99963-2035
<a href="#"><u>Mimic Social</u></a>				Stukent	
<a href="#"><u>Pitch Vantage Presentation Software</u></a>					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](http://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:** None

**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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**Academic Integrity:**

[Link to Statement on Academic Integrity](#)

**Artificial Intelligence: Generative AI tools permitted in specific context and with proper citations.**

- i. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
- ii. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide

further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.

- iii. Specific parameters for generative AI usage are provided by the instructor.
- iv. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

**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

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### Late Policy:

Because all assignments are open from the start of the term, students have the flexibility to work ahead and plan around their personal schedules, travel, or busy weekends. This means there should be very few—if any—late submissions.

- Due Dates: All assignments have posted due dates to help students stay on track.
- Late Submissions: Late submissions are not accepted except in cases of documented, extreme medical emergencies or other serious extenuating circumstances approved by the instructor.
- Work Ahead: Since all assignments are available from the beginning of the term, students are encouraged to work ahead to avoid last-minute conflicts or missed deadlines.

### Assignments:

- First Required Assignment: Students must take this 5-point assignment acknowledging they are taking this course.
- Faith Integration Paper: There is 1 (one) integration paper assignment throughout this course. This assignment is worth 100 points and is due by the end of the semester but can be written and submitted at *any time* throughout the term. Students are to choose a lesson/chapter from the textbook and reflect on the lesson through the intersection of faith and social media marketing.
- Discussions: There are 2 class discussions with 2 peer responses. Each discussion response is worth 25-points each for a total of 100 points total throughout the class. Each discussion aligns with assigned chapter readings and encourages application of concepts to real-world examples in social media marketing. Students will post an original response and reply to peers to foster collaborative learning.

- **Chapter Quizzes:** There are 5 quizzes worth 25 points each for a total of 125 points. All quizzes consist of multiple-choice questions only. Weekly quizzes assess comprehension of key textbook chapters and concepts. Quizzes are open-note but must be completed individually. These quizzes are not timed however only one (1) attempt can be made.
- **PPT Assignments:** There are 2 (two) PowerPoint assignments due on weeks #1 & #5. Each assignment is worth 85 points each for a total of 170 points. Students will create professional presentations that demonstrate understanding and application of key concepts.
- **Simternship Rounds:** This is a Simulated Internship. Students will be required to complete a total of 12 (twelve) simulated internship assignments. Each assignment is worth 35 points for a total of 420 points throughout the class. These interactive simulations provide hands-on practice with digital marketing and social media management decisions. Each round builds practical experience and reinforces weekly learning objectives.

**Point Breakdown:**

- Required First Assignment: 5 points
- Faith Integration Paper: 100 points
- 2 Discussions @ 25 pts each: 50 points
- 2 Discussions Responses @ 25 pts each: 50 points
- 5 Quizzes @ 25 pts each: 125 points
- 2 PPT Assignments @ 85 pts each: 170
- 12 Simternships Rounds @ 35 pts. each: 420 points
  - Total: 920 points

**Grading Scale:**

- **A:** 920-828 points
- **B:** 827-736 points
- **C:** 735-644 points
- **D:** 643-552 points
- **F:** 551 – 0 points

**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

<b>Week #</b>	<b>Assignments</b>	<b>Points</b>
Week #1		
	Required First Assignment	5
	Read Chapter #1 & 2	0
	Discussion #1: Time Spent on Social Media Apps (Chap. 1)	25
	PPT Assignment: Develop Your Personal Brand (Chap. 2)	85
	Simternship Round #1	35
Week #2		
	Read Chapter #3	0
	Discussion #1: Response to Peers	25
	Simternship Round #2	35
	Simternship Round #3	35
Week #3		
	Read Chapter #4 & 5	0
	Quiz: (Chap. 2 & 3)	25
	Simternship Round #4	35
	Simternship Round #5	35
Week #4		
	Read Chapter #6, 7, & 13	0
	Quiz: (Chap. 4 & 5)	25
	Discussion: #2: Mini Case	20
	Simternship Round #6	35
Week #5		
	Read Chapter #8, 9, & 14	0
	Quiz: Chap 8 & 9	25
	PPT Assignment: Influencer Marketing w/ Social Media (Chap. 14)	85
	Simternship Round #7	35
Week #6		
	Read Chapter #10, 11, & 15	0
	Quiz: Chap. 8, 9, & 14	25
	Simternship Round #8	35
	Simternship Round #9	35
Week #7		
	Read Chapter #16	0
	Simternship Round #10	35
	Integration & Faith Paper	100
Week #8		
	Read Chapter #18	0
	Quiz: Chap. 10, 11, & 15	25
	Simternship Round #11	35
	Simternship Round #12	35

	Total:	920 pts

## **Additional Information**

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Please note: The Professor for this course is in Eastern Time zone