# Wayland Logo

WBU 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 5321 VC-01, Mobile Marketing

# **4. TERM**:

Spring II, 2021

# **5. INSTRUCTOR**:

D. Alan “Dr. Alan” Christopher, Ph.D.

# **6. CONTACT INFORMATION**:

Office phone: 512-219-9297

WBU Email: david.christopher@wayland.wbu.edu

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

 I am an online adjunct living in Austin, TX. The best way to reach me is to email and we can set up a time to talk on the phone or via Zoom.

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

Online

# **9. CATALOG DESCRIPTION**:

Examine the conceptual frameworks of integrating mobile marketing to strategically engage and market to consumers. Create growth strategies through the contextual models of mobile use and technology. Additionally, master the skills on developing new mobile landscapes through mobile strategies and campaigns.

# 10. PREREQUISITE:

None

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

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Mobile Marketing Essentials | Becker, Berney, McCabe, & Hanley |  | 2019 | Stukent | 9780-99679-0048 | 1/17/2020 |

# 12. OPTIONAL MATERIALS

As assigned per module.

# **13. COURSE OUTCOMES AND COMPETENCIES**:

# Evaluate the mobile audience compared with other mediums.

# Establish positive mobile strategies for growth

# Develop profitable mobile marketing campaigns.

# Assess the ethical constructs with mobile and privacy.

# 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.

# **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**:

**(Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth).**

|  |  |  |
| --- | --- | --- |
| Assignment |   | Points |
| Discussions (8) |   | 160 |
| Follow up posts (2 per 8 Weeks) |   | 320 |
| Weekly Assignments |   | 400 |
| Elevator Speech Video |   | 40 |
| LinkedIn |   | 40 |
| Personal Brand Video |   | 40 |
|   |   |  |
| Grading Scale |   |  |
| A | 94-100% |  |
| A- | 90-93 |  |
| B+ | 87-89 |  |
| B | 84-86 |  |
| B- | 80-83 |  |
| C+ | 77-79 |  |
| C | 74-76 |  |
| C- | 70-73 |  |
| D+ | 67-69 |  |
| D | 60-66 |  |
| F | 59 and below |  |
|  |  |  |

**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. TENTATIVE SCHEDULE

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Textbook Chapters** | **Discussion** | **Assignments** |
| **1** | **Chapter 1** | Discuss and Apply questions at the end of section 1.3 | Case study: Dunkin Donuts |
| **2** | **Chapter 2** | Discuss and Apply questions at the end of section 2.2 | Case Study: Southwest Airlines; Elevator video speech. |
| **3** | **Chapter 3** | Discuss and Apply questions at the end of section 3.4 | Case Study: Renault Italy |
| **4** | **Chapter 4** | Discuss and Apply questions at the end of section 4.3 | Case Study: Gig Town |
| **5** | **Chapter 5** | Discuss and Apply questions at the end of section 5.4 | Case Study: Chewy's; LinkedIn Assignment. |
| **6** | **Chapter 6** | Discuss and Apply questions at the end of section 6.4 | Case Study: Mobile Cross |
| **7** | **Chapter 7** | Discuss and Apply questions at the end of section 7.4 | Case Study: Maybelline |
| **8** | **Chapters 8 & 9** | Discuss and Apply questions at the end of section 8.1 | Case Study: Virtual Reality in Ch. 8; Personal Brand video. |

**19 Graded Assignments**

**19.1 Discussion posts.** In weeks 1 – 8 you will have discussion questions. They will relate to the readings in the book. Please follow the questions and requirements for each posting as detailed in the discussion question. Initial posts are due by Thursday nights each week.

**19.2 Follow up to the discussion posts.** In weeks 1 – 8 you will do two (2) response posts to your classmates’ posts from the week. Challenge their assumption, ask questions, create dialogue, but remember to be nice in your approach. Follow up posts are due by Sunday night. No posts will be accepted after Sunday night.

**19.3 Elevator Speech.** In week 2 you will create a 15 second YouTube video introducing yourself and stating why you came to WBU for this degree, and what you hope to do with the degree. Look in the assignment tab for more requirements.

**19.4 LinkedIn Assignment.** In Week 5 you will have to create/revamp your LinkedIn profile, and submit a paper to your professor. Look in the assignment tab for more requirements.

**19.5 Brand video.** In week 8 you will submit a 2-minute video on YouTube applying for a job with my company for whatever it is you do. You’ll take any 3 mobile marketing principles we studied in this class and tell me what you’ve done with them in your previous job, or make up job requirements for my company. This is your final exam. Look in the assignment tab for more requirements.