

School of Business

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 3321 VC01 – Mobile Marketing

**Campus**

: WBUonline

**Term/Session**

**:** Spring II, 2023

**Instructor**

**:** Dr. Alan Christopher

**Office Phone Number** 512-219-9297

**WBU Email Address**

**:** David.christopher@wayland.wbu.edu

**Office Hours, Building, and Location**

**:** I am an adjunct professor in Austin TX. Email to set up a time to talk.

**Class Meeting Time and Location**

**ONline**

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Mobile Marketing Essentials | Becker, Berney, McCabe, & Hanley |  | 2022 | Stukent | 9780-99679-0048 |

# Course invite link: Here is where you input the code to create your account that you get from the bookstore when you purchase the text.

<https://home.stukent.com/join/5C9-E79>

*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*](https://bookstore.wbu.edu/site_inclusive.asp) *page.*

**Course Information**

**Catalog Description**

**:**

Conceptual frameworks of how mobile marketing is strategically used to engage and market to consumers. It examines the nuances of the mobile audience for creating growth strategies for today’s organizations. Additionally, provides a basic understanding of how to develop new mobile landscapes using mobile marketing strategies and campaigns.

**Prerequisite:**

None

**Course Outcome 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.

**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**

**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, Dr. Trish Ritschel-Trifilo, [trifilot@wbu.edu](mailto:trifilot@wbu.edu) or call (806) 291-3745.

**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**

<<Fill in specific requirements of the course including the criteria utilized to assess student performance and the weight of each. A variety of means to evaluate student performance should be used and grading criteria should conform to the grading system in the catalog.>>

**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**

**(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 |  | % |
| Discussions (8) | | 16 |
| Follow up posts (2 per 8 Weeks) | | 32 |
| Weekly Assignments | | 40 |
| Elevator Speech Video | | 4 |
| LinkedIn | | 4 |
| Personal Brand Video | | 4 |
|  |  |  |
| 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 |  |

**Additional Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Textbook Chapters** | **Discussion** | **Assignments** |
| **1** | **Chapter 1** | Discuss and Apply questions at the end of section 1.1 | Case study: Chicago Art and Theater |
| **2** | **Chapter 2** | Discuss and Apply questions at the end of section 2.2 | Written assignment: Mobile Readiness Survey Chapter 2.1. Elevator video speech. |
| **3** | **Chapter 3** | Discuss and Apply questions at the end of section 3.3 | Case Study: Pantene |
| **4** | **Chapter 4** | Compare and contrast the chart 4.1.1 in section 4.1 | Case Study: 1-800 FLOWERS |
| **5** | **Chapter 5** | Discuss and Apply questions at the end of section 5.2 | Case Study: Redbox. LinkedIn Assignment. |
| **6** | **Chapter 6** | Discuss and Apply questions at the end of section 6.1 | Written Assignment: Questions at the end of 6.6 |
| **7** | **Chapter 7** | Discuss and Apply questions at the end of section 7.3 | Case Study: Red Cross |
| **8** | **Chapters 8 & 9** | Discuss and Apply questions at the end of section 9.3 | Case Study: Oral B in Chapter 8. Personal Brand video. |

**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.

**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.

**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.

**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.

**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.