**Wayland 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.

**Contact Information**

**Course**

: MKTG 5321 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 a remote adjunct living in Austin, TX. Please email to set up a time for a meeting

**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 |  | 2019 | Stukent | 9780-99679-0048 |

*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.*

Here is the text code you will need to access the online text:

[**https://home.stukent.com/join/B8F-DFC**](https://home.stukent.com/join/B8F-DFC)**. Please note the publication year is wrong in the syllabus. You need the 2022 version.**

**Course Information**

**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.

**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 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**

**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**

You will be graded on active participation.

* Participate – You are expected to contribute, and we need everyone to be actively engaged in the discussions.
* Add value – teams benefit from the diverse opinions of the group – have confidence in your own ideas and insights and sell them;
* Be positive and proactive – in business, most people are smart. The biggest differentiator is attitude – successful teams need people that are upbeat, action-oriented and look for the good in other team members;
* Provide feedback – speak up if there is anything you do not like about how our team is operating. We are always open to a better idea – you have the power to change it;
* Be professional – The WBU mission states that we strive to educate students in a distinctively Christian environment for professional success, and service to God and humankind. This encompasses acts of kindness, respect, serving others, a positive attitude and commitment to our program (i.e. meeting deadlines, teamwork, and respectful communication with your team, cohort, professors, staff and our community).

**Discussion Boards**

This class has 8 discussion boards. You will be graded by the following:

1. Log in and answer the question (1 point) fully by Thursday night. As you are graduate students I expect more than a few sentences. I expect at least one scholarly resource (meaning that it is peer reviewed, such as an academic journal) (1 point). No \*pedia references. Company website boilerplate material is acceptable to make a point but does not substitute for an academic reference. I also expect to see a graphic detailing your point with a proper source (which is separate from your reference and citation) (1 point). These resources will be cited and referenced in proper APA7 format (1 point). You will also use APA headings based on the questions (1 point). Total possible 5 points.
2. For response credit, you must respond to at least two of your classmates’ original posts by Sunday night (2 points). Responding to me when I ask a question, or to your classmates within your post is recommended to keep the dialogue going, but these responses do not count towards your grade. Responses also require at least one academic, peer reviewed reference, properly cited and referenced each post (2 points), and at least one graphic or video to illustrate your post each post (2 points). Total possible 6 points.
3. Therefore, I expect you to have anywhere from 3 - 6 posts each week. This is where we learn in this class and if you do not participate it will affect your grade and your knowledge in this class.
4. I recommend that you do not wait until the last minute to engage in the discussions. The good topics and company examples will be taken, and I've had students with tech issues in the past. Don't be one of those people who call me Sunday night at 11:45 complaining they can't get on the boards because of some tech issue.

**Elevator Speech**

In week two you will give a 15 second elevator speech and post it on YouTube about what you want to accomplish with this MBA.

**LinkedIn**

In week three you will turn in a screen shot of your updated LinkedIn profile and the URL to your profile showing Wayland Baptist as your education and telling me something about yourself in one of the LI categories.

**Marketing plan written format**

Your marketing plans are to be submitted using APA 7 Guidelines. All charts and graphs are to be in the body of the paper, not as addendums. Be consistent in your headings and style type. Use APA 7 style for all sources, citations and references.

You will follow the marketing plan format found in Blackboard in the weekly modules. Please follow the alpha/numeric designations for your plan, to include a Cover Page listing all team members who worked on the plan that week, and a Table of Contents

**Marketing plan presentation format**

Your team will present your marketing plan to the class. As this is an online class, I cannot require that you meet on the designated night to do a Zoom meeting (during week 8 I will let the class know which night it will be). If you cannot make the online Zoom meeting, record your part of the presentation and give it to one of your team members to play during the team presentation.

**My Brand Campaign**

In week eight you’re going to turn in an individual video product titled “My Brand Campaign”. The best way to think about this is you’re going to do a video interview of yourself, selling yourself to me. Use the video function built into your computer or laptop, and just create a two-minute file in which you sell yourself to me. The job can be anything, whether you’re trying to sell me for an internship, a job interview, a business proposal, etc. What I want to see you do is take 3 of the concepts that we have learned in the last eight weeks and utilize them as if you were trying to sell yourself to me. Remember to make this about yourself and your capabilities, but market yourself to me. Check week 8 resources for an example of how the video should be done.

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| --- | --- | --- | --- |
| **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. |

**Additional Information**