

## 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 Section 1 – Social Media Marketing

**Campus:** WBUonline

**Term/Session:** Summer 2022

**Instructor:** Rod Hagedorn, MBA, MS, DMgt

**Office Phone Number/Cell #:** 651-295-7732

**WBU Email Address:** rodney.hagedorn@wayland.wbu.edu

**Office Hours, Building, and Location:** Thursdays and Fridays; 2:30pm - 4:00pm CST (via phone)

**Class Meeting Time and Location:** Online, asynchronously

## 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:

|                     |  |  |  | PUBLISHER      |  |  |
|---------------------|--|--|--|----------------|--|--|
| <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, 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

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You will be required to participate in a discussion each week, including a substantive initial post and at least two substantive reply posts to your peers.

In addition to weekly discussions, your ability to *remember* and *understand* course material will be assessed via weekly chapter quizzes from the *Essentials of Social Media Marketing* textbook.

To *apply* what you learn, you will be required to develop a 2-part Social Media Plan for an organization or product of your choice consisting of:

1. Part I Needs Analysis & Audience Analysis
2. Part II Platform Selection & Performance Objectives and Metrics

Finally, to wrap things up, in week eight you will be required to submit a written personal reflection discussing what you learned in the course and how you can apply what you've learned to your career. The body of this paper should be at least 3 to 4 pages, double-spaced, using APA format. It should be submitted with a cover page and a references page, if applicable (references are not required). The font should be standard 12-point, and margins should be one inch.

### Point Distribution

|                                                                                    |                |
|------------------------------------------------------------------------------------|----------------|
| Discussions                                                                        | 200 pts. (22%) |
| Chapter Quizzes                                                                    | 450 pts. (50%) |
| Social Media Plan Part I: Needs Analysis & Audience Analysis                       | 100 pts. (11%) |
| Social Media Plan Part II: Platform Selection & Performance Objectives and Metrics | 100 pts. (11%) |

**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   | Read: Essentials of Social Media Marketing chapters 1, 2, & 3        |        |            |          |
|            | Post: Week 1 Discussion                                              | 25     | 3%         | 6/5/22   |
|            | Submit: Chapter 1, 2, & 3 Quizzes                                    | 75     | 9%         | 6/5/22   |
| Week Two   | Read: Essentials of Social Media Marketing chapters 4, 5, & 6        |        |            |          |
|            | Post: Week 2 Discussion                                              | 25     | 3%         | 6/12/22  |
|            | Submit: Chapter 4, 5, & 6 Quizzes                                    | 75     | 9%         | 6/12/22  |
| Week Three | Read: Essentials of Social Media Marketing chapters 7, 8, & 9        |        |            |          |
|            | Post: Week 3 Discussion                                              | 25     | 3%         | 6/19/22  |
|            | Submit: Chapter 7, 8, & 9 Quizzes                                    | 75     | 9%         | 6/19/22  |
|            | Submit: Social Media Plan Part I: Needs Analysis & Audience Analysis | 100    | 11%        | 6/19/22  |

|            |                                                                                            |     |     |         |
|------------|--------------------------------------------------------------------------------------------|-----|-----|---------|
| Week Four  | Read: Essentials of Social Media Marketing chapters 10, 11, & 12                           |     |     |         |
|            | Post: Week 4 Discussion                                                                    | 25  | 3%  | 6/26/22 |
|            | Submit: Chapter 10, 11, & 12 Quizzes                                                       | 75  | 9%  | 6/26/22 |
| Week Five  | Read: Essentials of Social Media Marketing chapters 13 & 14                                |     |     |         |
|            | Post: Week 5 Discussion                                                                    | 25  | 3%  | 7/3/22  |
|            | Submit: Chapter 13 & 14 Quizzes                                                            | 50  | 6%  | 7/3/22  |
| Week Six   | Read: Essentials of Social Media Marketing chapters 15 & 16                                |     |     |         |
|            | Post: Week 6 Discussion                                                                    | 25  | 3%  | 7/10/22 |
|            | Submit: Chapter 15 & 16 Quizzes                                                            | 50  | 6%  | 7/10/22 |
|            | Submit: Social Media Plan Part II: Platform Selection & Performance Objectives and Metrics | 100 | 11% | 7/10/22 |
| Week Seven | Read: Essentials of Social Media Marketing chapters 17 & 18                                |     |     |         |
|            | Post: Week 7 Discussion                                                                    | 25  | 3%  | 7/17/22 |
|            | Submit: Chapter 17 & 18 Quizzes                                                            | 50  | 6%  | 7/17/22 |
| Week Eight | Post: Week 8 Discussion                                                                    | 25  | 3%  | 7/23/22 |
|            | PERSONAL REFLECTION FINAL PAPER <b>DUE</b>                                                 | 50  | 6%  | 7/23/22 |

## Additional Information

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All students are expected to respond to each main discussion question, and to at least two other learners in each main discussion thread. Get in the habit of logging-in at least every-other day (three times per week). You will find that the course moves very quickly and, once you are behind on discussion posts, it is extremely difficult to catch up!

Regular participation is expected and required in all discussion posts. Note that "I agree" (affirmation) statements with no substantive content will not be considered course participation. While these are polite and encouraged in order to build a sense of community with your fellow students, posts must "add value" to the discussion in order to be counted toward your final grade.

Emphasize the positive in all discussion posts!! If you do have a disagreement with a fellow student's post, focus on the problem and not the person. This is an old business etiquette tactic that works. I reserve the right to delete any and all responses that are deemed inappropriate or are disrespectful in tone or content.

If you must "vent" (i.e., complain, let loose some frustration, etc.), please take your frustrations out on me! Send a private message to me using course room email. Your grade will not be affected and you will find that I can be very understanding.

Previous discussion units are "closed" once the new unit has started. Generally, this is the day after the last assignment for the prior unit is due. **You will not receive credit for late discussion posts.** This is because of the interactive nature of discussions and it is analogous to "class" being in session only during a certain time. You would not expect to show up in a physical classroom and carry on an academic discussion after class is over and everyone has left for the day! This course room works the same way.

All assignments must be completed on time and as assigned. I will not accept assignments that are turned-in late without prior arrangements. All work must be completed by the official end date of the course.

Email and "virtual office hours": The email system within the course room is usually the best way for communicating directly with me. In an emergency, you may contact me by calling 651-295-7732. Just let me know a good time to get back to you when you send an email or leave a voicemail message (please remember to leave your phone number!).

Plagiarism or any act of academic dishonesty will result in a failing grade—no exceptions.