**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 5320 VC01 – Social Media Marketing

**Campus**

: WBUonline

**Term/Session**

**:** Summer 2023

**Instructor**

**:** Dr. Alan Christopher

**Office Phone Number/Cell #**

**:** 512-219-9297

**WBU Email Address**

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

**Office Hours, Building, and Location**

**:** I am an adjunct living in Austin, TX. Please email to set up a time.

**Class Meeting Time and Location**

**:** Online

**Textbook Information**

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

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Essentials of Social Media Marketing  | Charello |  | 2022 | Stukent | 9780-99963-0242 |
| **SIMULATION** | Bundled |  |  | **PUBLISHER** |  |
| Mimic Social |  |  |  | Stukent |  |

*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 code you will need to access the online material from Stukent:**

**https://home.stukent.com/join/135-E8F**

**Please note that the name of the simulation is now Social Media Simternship.**

| **CERTIFICATION** |  |  |  | **PUBLISHER** |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Social Media |  |  |  | Hubspot |  |  |

**Course Information**

**Catalog Description**

**:**

Manage conceptual frameworks for social media campaigns to strategically market to consumers. Evaluate the use of popular social media platforms and emerging forms that include email marketing, mobile marketing, gaming, and location based mediums. Additionally, provides a measurement for financial effectiveness (return on investment) for social media marketing campaigns.

**Prerequisite:**

MKTG 3312 or MKTG 5302

**Course Outcome Competencies**

**:**

* Evaluate differences between social media and traditional marketing strategies.
* Analyze social media marketing rules of engagement.
* Appraise different types of social media platforms: social networks, miro blogs, content sharing, content creation, and video marketing.
* Assess the ethical relationship between social media monitoring and data governance.

**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**

|  |  |  |
| --- | --- | --- |
| Assignment |   | Points |
| Discussions (3) | 44 (132) |
| Follow up posts (2 per 3 Weeks) | 8 (24) |
| Mimic Social (7 weeks) | 10 (60) |
| Elevator Speech | 10 |
| My Brand Campaign | 10 |
| LinkedIn or Facebook | 10 |
| Career paper | 10 |
| Blog Post | 10 |
| Buhl Paper | 34 |
| Grading Scale  |  |
| A |
| A- | 94-100% |
| B+ | 90-93 |
| B | 87-89 |
| B- | 84-86 |
| C+ | 80-83 |
| C | 77-79 |
| C- | 74-76 |
| D+ | 70-73 |
| D | 67-69 |
| F | 60-66 |
|  |  |

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 3 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.
5. **Elevator Speech**

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

1. **LinkedIn**

In week one you will turn in a short-written description 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.

Alternatively, you may write and submit a Facebook post (including a graphic) on why you came to WBU for your degree. This will be submitted and possibly used in the University’s social media campaigns.

1. **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.

1. **Mimic Social Simulation.** For the first 7 weeks you will have two sections each week of the simulation. You are graded on your completion and performance in the sim.

Instructions for obtaining digital copies of “Essentials of Social Media Marketing” and Mimic Social will be distributed individually via email from no-reply@stukent.com or from a professor email. License keys may also be available for purchase from the bookstore, but the cheapest way to purchase the material is buying direct from stukent.com. Watch for the email and check your spam folder in case it somehow goes there.

The Mimic Social simulation will give students a taste of what it is like to run a social media marketing campaign for a business.

Students will run the social media marketing strategy for Buhi Supply Co., an e-commerce and retail bag supplier. It specializes in backpack, purse, wallet, satchel, and duffel products. Its business goals are to find bags that resonate with a design-conscious audience, manufacture them at affordable costs, and sell them for a profit at competitive prices.

Buhi aims to design functional bags that evoke nostalgia, bags with enough personality for even the choosiest of Millennials. This goal has been a driving factor that has helped Buhi's sales grow significantly since it was founded in 2009. A student’s role as the social media manager is to help Buhi reach this goal by increasing the number of visitors on its website. There are twelve rounds to the simulation wherein students will be required to create seven to 12 social media posts per week per platform, or one to two per day. Two rounds will be completed each week of the semester for a total of 8 weeks. Students will be responsible for analyzing their content's performance to determine the optimal number of posts for each platform, as well as the channels they believe will best promote Buhi products. Students will also have a $5,000 weekly social media advertising budget to promote posts.

It is likely that students will not do very well for the first round or two, but that is all right. Don't worry. Their experience with the simulation, combined with the lesson materials, will help prepare students for success in social media marketing.

The final project will be to create a social media plan and summary of recommendations for Buhi Supply Co.

1. **Career paper.** In week 5 you will use any career website to find 2 social media jobs that look appealing to you, why you would be interesting in that job, and what skill and education you would need to apply for the job.
2. **Blog/Article** **Assignmen**t. In week 7 you will use Wordpress or another site and write a blog on any topic related to work or your personal life. 700-800 words.

# Essentials of Social Media Marketing MKGT5320 Weekly Schedule & Assignments

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Textbook Chapters | Assignments | Mimic Social Simulation |  |
| Week 1  | **CHAPTER 1**: INTRODUCTION TO SOCIAL MEDIA MARKETING**CHAPTER 2:** DEVELOPING YOUR PERSONAL BRAND | **LinkedIn Assignment.** Update your LinkedIn profile, to include a professional headshot, background photo, education, career accomplishments and join at least two organization that interest you.**Or** Facebook Assignment - Create Facebook posting for the program at WBU. | Introduce & have students sign up for Mimic Social Simulation and complete Simulation Round One & Two |  |
| Week 22 | **CHAPTER 3:** SOCIAL MEDIA MARKETING STRATEGY**CHAPTER 4:** MARKETING WITH FACEBOOK**CHAPTER 5:** MARKETING WITH INSTAGRAM | .**Discussion question:** Answer the questions at the end of Round Two of the Simulation.  | Simulation Round Three & Four |  |
| Week 33 | **CHAPTER 6**: MARKETING WITH TWITTER**CHAPTER 7:** MARKETING WITH SNAPCHAT**CHAPTER 8**: MARKETING WITH PINTEREST**CHAPTER 9:** MARKETING WITH LINKEDIN | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 2.**Elevator Speech**. 15 second video on why you entered this program and what you intend to do with this degree | Simulation Round Five & Six |  |
| Week 4 | **CHAPTER 10:** MARKETING WITH YOUTUBE**CHAPTER 11:** BLOGS, VLOGS, PODCASTS AND WEBINARS | **Discussion question:** Answer the questions at the end of Round Six of the Simulation  | Simulation Round Seven & Eight |  |
| 5Week 5 | **CHAPTER 12**: SOCIAL MEDIA MARKETING CAMPAIGNS**CHAPTER 13**: INFLUENCER MARKETING WITH SOCIAL MEDIA | **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 4.**Career Paper: Students go to indeed.com or any career website** and look up jobs in social media. Write a 2-3 page paper on 2 jobs in social media that look interesting and why. | Simulation Round Nine & Ten |  |
| 6Week 6 | **CHAPTER 14**: EMPLOYEE ADVOCACY**CHAPTER 15**: SOCIAL MEDIA POLICIES AND CRISIS RESPONSE PLAN | **Discussion question:** Answer the questions at the end of Round 10 of the Simulation  | Simulation Round Eleven & Twelve |  |
| Week 77 | **CHAPTER 16:** SOCIAL MEDIA ADVERTISING**CHAPTER 17:** SOCIAL SELLING | **Blog/Article** Assignment. Using Wordpress or another site, write a blog on any topic related to work or your personal life. 700-800 words. **Follow up Discussion:** Compare and critique your classmate’s answers to the Discussion in Week 6. | Simulation Round Thirteen & Fourteen |  |
| Week 88 | **CHAPTER 18:** SOCIAL MEDIA ANALYTICS AND MEASURING ROI | **Brand Video:** YouTube video applying the social media principles to a job application. **Social Media Marketing Plan** with final analysis/ recommendations for Buhi Supply Co. |  |  |
|  |

**Additional Information**

<<Section can be deleted if not needed>>