



Syllabus: Digital and Social Media Marketing

MKTG 3743-X20 Online

Spring Semester 2021

- Instructor: Phillip Wilson, Ph.D.
Emeritus Associate Professor of Marketing
- Office: Dr. Wilson is retired and teaches as an adjunct. He lives in Colorado and does not maintain an office in the Dillard Building. If you need to speak with him, please contact Ms. Trigg ((940) 397-4625) in the Department of Management and Marketing. She will schedule a time for video or telephone conferences.
- Office Hours: Dr. Wilson is available M-R for audio or video conferences from 10:00 a.m.–11:00 a.m. If this time block is not appropriate, please contact Ms. Trigg ((940) 397-4625) in the Department of Management and Marketing to schedule an appointment.
- Email: phillip.wilson@msutexas.edu (this is the best way to reach Dr. Wilson)
- Phone: If you wish to speak to Dr. Wilson via telephone please send an email or contact Ms. Trigg ((940) 397-4625).

Required Material

No textbook is required. Readings and materials will be posted to D2L.

A recommend textbook is: *Social Media Marketing 3e*, by Tracy L. Tuten and Michael R. Solomon, ISBN-13: 9781526423863. It is not required, and you will be able to succeed in this class without it. However, if you like having a textbook to follow along with, we will cover much of the textbook content throughout the video lectures in this class. The textbook pages associated with the lectures are listed in the semester schedule.

Course Description

An exploration and evaluation of marketing activities as they pertain to social media and an organization's online presence. Topics include the various tools available to marketers for establishing a social media presence, evaluating the effectiveness of social media strategies, and the use of online tools like paid ads as part of an integrated marketing campaign.

General Learning Goals

- **Competency in speaking and writing for common business scenarios.** Students will submit written assignments throughout the semester. Assessment will occur as individual assignments and reflections are graded throughout the semester.
- **Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information.** Students will complete several assignments in which they evaluate an organization's online presence. Assessment will occur through assignments grading.
- **Understanding of the influence of global and multi-cultural issues on business activities.** Instruction and discussion of multicultural issues will occur during course topics of legal considerations and social media platforms. Assessment will occur in quizzes throughout the semester.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student

performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

Course Specific Learning Goals

Upon completion of this course, students should:

- be able to evaluate new types of social media platforms and tools and understand how they could be implemented as part of a marketing strategy,
- be able to evaluate and select appropriate channels for online marketing strategies,
- be able to curate, design, and produce effective social media content to convey a consistent brand image and message,
- have an awareness of the legal and ethical implications and challenges of social media use.
- understand how to set measurable goals for social media strategies and evaluate strategies for effectiveness using available analytics tools, and
- understand paid advertising on social media, including native advertising.

Class Communication

Dr. Wilson will provide course updates, readings, handouts, and other communication using D2L. Students may also check their grades via D2L. Students will need to log in to D2L regularly to stay current with the class. If you have any questions or need any help, the best way to reach Dr. Wilson is via email. Always include in the email your first and last name as well as the name of the course you are emailing about.

Course Lectures

Video lectures are available through D2L. Please communicate to Dr. Wilson if you have any troubles accessing, viewing, or hearing Dr. Grigsby's lectures.

Assignment Submissions

Assignments should be submitted through D2L. Please only submit typed MS Word documents unless otherwise specified. Each of you has free access to *MS Office 365* through Midwestern State. You are discouraged from submitting your assignments as pdf files. They make it harder for Dr. Wilson to provide constructive assignment feedback. Submissions by email will generally not be accepted. However, should there be a circumstance where you need to submit an assignment via email (e.g., the D2L or MSU Texas IT system is down), all emails of class files that are sent to Dr. Wilson need to be saved. This will help you in the rare case that an email is lost, as he can refer to the date on the original sent email. There will be absolutely no exceptions in the case of emails lost if you cannot produce the original sent email. But please make it a rule to submit assignments through D2L.

Course Grade

Grading Criteria

Grades will be determined by scores in the following areas:

Table 1 - Grading elements and possible awards.

Element	Points
Quizzes (18 @ 10 pts each)	180
<i>Hootsuite Certification</i>	10
Company Evaluation Project	
Assignment 1: Assessment	15
Assignment 2: SWOT	25
Assignment 3: Social Communities	20
Assignment 4: Data analysis	25
Assignment 5: Content creation	25
Reflections (5 @ 10 pts each)	50
Total Points	350

Grading Scale

The following scale is used in determining the final grades.

Table 2 - Letter grade award scheme.

Letter Grade	Points Needed
A	315 or more
B	280 to 314
C	245 to 279
D	210 to 244
F	Less than 210

Quizzes

Quizzes will assess your learning and are associated with the lectures and readings for each module. You do not need the textbook to do well on the quizzes; all quiz content will be provided for you via D2L.

Hootsuite

Hootsuite is an online platform that companies use for tracking social media activity, publishing content, and measuring social media metrics. You will have the opportunity to earn a *Hootsuite* certification for free in this class. The certification involves online video training sessions and access to the *Hootsuite* platform, as well as a final certification exam. If you pass the exam, you will be *Hootsuite Certified*, and you can put this on your resume and *LinkedIn* profile if you have one. I should warn you that in the past, some students have found the certification exam challenging and were unable to pass after multiple tries. I recommend taking good notes while you watch the training videos and taking some time to explore the platform before taking the exam; however, you can take the exam as many times as you want. Passing the exam requires a 70% or better, and if you pass the exam, you will earn a 10/10 on the quiz. If you do not pass the exam by the due date, your percentage score is converted to a quiz score: for example. If you get a 66% on the exam, you will earn a 6.6/10 on the quiz. Detailed instructions on what to submit to get your grade will be posted to D2L.

Company Evaluation Project

This project involves five (5) assignments in which you will choose a company with an online social media presence to evaluate. Imagine that you have been brought in by this company as a social media consultant. The assignments will include assessing the company's current social media position, evaluating their strengths, weaknesses, opportunities, and threats through a SWOT analysis, researching social communities associated with the company, collecting data, and comparing company social media performance with that of a competitor, and creating content based on what you have learned and how you think your company can improve its social media strategy. More detail on each assignment will be provided on D2L. Assignments will be submitted through D2L.

Submit to Dr. Wilson for approval, in order of preference the three companies of your choice for the evaluation project. Only the first two students to request a particular company will be allowed to evaluate that company. You can see that the first students to submit their choices are the most likely to get the choice they want. (Last fall, forty percent of the class (10 of 25 students) selected *Nike* and that possibly led to grading bias.)

Reflections

You will complete a reflection on what you have learned for each module. Think of this as your in-class participation and discussion. The reflection gives you a chance to ask any questions you might have had while reading as well as an opportunity to share what is working for you in the class and what is not. For example, if you did not understand a concept, state it in your reflection. When Dr. Wilson grades your reflection, he will attempt to clarify the concept. If many students have similar questions or interests, he may post a video or short lecture exploring the area in more detail. This allows him to customize the class for you and your interests and needs. Detailed reflection instructions will be posted to D2L.

Course Policies

Grades

Grades will be entered into the gradebook on D2L. Although Dr. Wilson retains copies of your assignments, it is also the student's responsibility to keep all graded materials that have been returned by the instructor. Technical glitches can happen, and you will need to hold on to your final copy of any assignment if a file gets lost. Any request to change a grade must be made to the instructor via email within one week of when the grade was posted to D2L.

Grade Concerns or Adjustments

Dr. Wilson does not curve. However, he may adjust exam or quiz grades based on class performance. In other words, in the event of a poorly worded or confusing question, he may adjust grades accordingly. *If you have a question or concern about a particular grade for an exam or assignment, you must bring this to his attention within a week of posting the grade to D2L. He is happy to discuss grades with you, but please do not wait until the end of the semester to raise your concerns.*

Late Work

No quizzes can be submitted late for credit. Assignments may be submitted late for partial credit: .25 points will be deducted for each hour the assignment is late. This means that you lose one point every 4 hours. If you submit late work, you must email me to let me know that you have submitted it so that I can grade it promptly. It is up to you to keep track of due dates for the assignments. Do not depend on me to remind you of the due date.

"Valid, documented" excuses fall in the following categories: medical, legal, or serious personal issue beyond your control (e.g., relative's death or serious illness; jury duty; car accident). *Excuses that are not valid include having deadlines in other classes or at work, having a fight with a significant other, have a bad day, etc.* Not being aware of an assignment, quiz, or exam due date is also not a valid excuse. Refer to the last page of the syllabus and D2L for these very important dates. If you have questions, please contact Dr. Wilson.

It is your responsibility to contact Dr. Wilson promptly to provide your excuse documentation and to schedule a makeup assignment and agree on a due date for the makeup assignment. Valid documentation must be given to the instructor prior to scheduling a makeup assignment. It is expected that if excused, missed exams and assignments will be

completed promptly. Please note that “not being happy with your grade” is not an excuse that merits a make-up test or assignment.

Awarding and Removal of “Incomplete” (I)

An “Incomplete” is a non-punitive grade given only during the last one-fourth of a semester and only if a student: (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course later by completing specific requirements that the instructor must list on the grade sheet. *A student may remove a grade of I within the first 30 days of the next long semester by completing the stipulated work.*

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated via D2L.

University Policies

Academic Integrity

Refer to the “Student Honor Creed” in the undergraduate catalog. If I discover that a student has engaged in academic dishonesty (cheating, collusion, and/or plagiarism) on any work for this course, they will receive an F (0 points) for that work. Repeated instances will result in failing the course. All instances of academic dishonesty will be reported to the Dean of Students.

Grade Changes

No grade except “Incomplete” is removed from a student’s record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Grade Appeals

Any student who believes a final grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding long semester to file a written appeal with the dean of the instructor’s college in which the course was taught. Refer to the Undergraduate Catalogue for further details. See the MSU Student Handbook for University policy on grade appeal.

Americans with Disabilities Act

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request accommodation, that student should please contact me as soon as possible. Any student requesting accommodations should first contact Disability Support Services at (940) 397-4140 in room 168 Clark Student Center to document and coordinate reasonable accommodations if you have not already done so.

Concealed Carry

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University’s webpage on Campus Carry Rules and Policies.