



**MIDWESTERN
STATE UNIVERSITY**

A Member of the Texas Tech University System

Course Syllabus: Social Media Campaigns
College of Fine Arts
MCOM 3883 Section 201
TR, 2-3:20p.m., D202 Fain Fine Arts Center
Spring 2026, 1/20/2026 - 5/14/2026

Contact Information

Instructor: John M. King, Ph.D.
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Course Description

Prerequisite(s): MCOM 3223 or MCOM 4683, Junior Standing.

This course focuses on creating public relations campaigns through various social media platforms. Students will learn how to design PR campaigns through social media platforms and the key components that make social media campaigns successful. Emphasis is on understanding PR's strategic management function and developing professional communication campaigns using social media strategies.

3.000 Credit hours
3.000 Lecture hours

Course Learning Objectives

- 1/ Students will be able to explain the strategic role of social media for organizations.
- 2/ Students will be able to apply meaning to research and data in social media campaigns.
- 3/ Students will be able to develop an effective social media strategic plan.
- 4/ Students will be able to develop effective engagement in social media campaigns.
- 5/ Students will be able to monitor purposeful interaction in social media campaigns.
- 6/ Students will be able to effectively evaluate social media campaigns.

Textbook & Instructional Materials

Required

Social Media Campaigns, Carolyn Mae Kim, 3rd Edition (2026),
Routledge/Taylor & Francis.

Associated Press Stylebook 2024-2026 57th Edition (2024), Basic
Books/Hachette.

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Grading

Table 1: Assignments/Grade weights.

| Assignments | Weight |
|--|--------|
| In-Class/Out-of-Class Learning Assignments | 25% |
| Mid-term Exam | 25% |
| Term Project | 50% |
| Total % | 100% |

Table 2: Total percentage for final grade.

| Grade | Percentage |
|-------|--------------|
| A | 90-100 |
| B | 80-89.9 |
| C | 70-79.9 |
| D | 60-69.9 |
| F | Less than 60 |

In-Class/Out-of-Class Learning Assignments

Graded in-class/out-of-class learning assignments (25% of your final course grade) will be conducted. These are designed to enhance student understanding of professional principles and practices. Students will discuss in small groups

and then contribute to full class discussion on professional topics. Students who actively, meaningfully participate will receive full credit; those who don't will receive no credit. No makeups will be available for in-class/out-of-class learning assignments.

Exams

There will be one exam, a mid-term exam (25% of your final course grade). The mid-term exam will be administered on 2/24. The exam will be timed.

Projects Required

Students will work in small groups on a term project (50% of your final course grade). The final product will be a strategic social media campaign for a real-world client.

Mid-Term Exam

The written mid-term exam (25% of your final course grade) will be administered on 2/24 during the regular class period. This exam will be timed.

Final Exam

The term project will constitute the final exam (50% of your final course grade).

Extra Credit

There will be no extra credit assignments.

Late Work

Late work turned in by 11:59 p.m. on the due date, will receive a 20-point penalty. After that, no late work will be accepted and will receive a zero grade.

Make Up Work/Tests

Students who have legitimate university accepted reasons for missing the mid-term exam will be allowed to make up the mid-term exam; the professor will schedule the make-up exam as soon as the student returns to campus. There will be no makeups for the final term project nor in-class/out-of-class learning assignments.

Important Dates

Last day for term schedule changes: 1/23/2026

Deadline to file for graduation: 2/16/2026

Last Day to drop with a grade of "W:" 4/29/2026

See [Drops, Withdrawals & Void](#) for more information.

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general

course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance

Students are required to attend all meetings of the classes in which they are enrolled on-time. Students who miss more than three class meetings during the semester may be dropped from the course.

Instructor Class Policies

Students are expected to fully engage in the course by reading and studying BEFORE each class, arriving on time and attending each class. Professional, respectful behavior is expected. Do not play with phones, laptops, tablets or any other devices during class.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled "Run. Hide. Fight." which may be electronically accessed via the University police department's webpage: ["Run. Hide. Fight."](#)

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

***Notice:** Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule

Be sure to read, study and think about the topics for each class BEFORE coming to class each class meeting.

| Week | Activities/Assignments/Exams | Due Date |
|--------------------------------|--|--------------|
| Week 1 1/20 1/22 | Welcome, Intro, How to Excel in this course Chapter 1 / Social Media in Organizations | 1/20 1/22 |
| Week 2 1/27 1/29 | Chapter 1 / Social Media in Organizations In-class Learning Activity 1 due | 1/27 1/29 |
| Week 3 2/3 2/5 | Chapter 2 / Listening Chapter 2 / Listening | 2/3 2/5 |
| Week 4 2/10 2/12 | In-class Learning Activity 2 due Chapter 3 / Strategic Design | 2/10 2/12 |
| Week 5 2/17 2/19 | Chapter 3 / Strategic Design In-class Learning Activity 3 due | 2/17 2/19 |
| Week 6 2/24 2/24 | Mid-Term Exam Chapter 4/ Creative Engagement | 2/24 2/24 |
| Week 7 3/3 3/5 | In-class Learning Activity 4 due In-class Learning Activity 4b due | 3/3 3/5 |
| 3/10 3/12 | Spring Break holiday Spring break holiday | 3/10 3/12 |
| Week 8 3/17 3/19 | Chapter 5/ Implementation and Monitoring work on In-class Learning Activity 5 | 3/17 3/19 |
| Week 9 3/24 3/26 | In-class Learning Activity 5 due Chapter 6/Evaluation | 3/24 3/26 |
| Week 10 3/31 4/2 | Work on social media campaign for client Holiday break | 3/31 4/2 |
| Week 11 4/7 4/9 | Work on social media campaign for client Work on social media campaign for client | 4/7 4/9 |
| Week 12 4/14 4/16 | Work on social media campaign for client Work on social media campaign for client | 4/14 4/16 |

| Week | Activities/Assignments/Exams | Due Date |
|--|---|----------------------------|
| Week 13 4/21 4/23 | Work on social media campaign for client Work on social media campaign for client | 4/21 4/23 |
| Week 14 4/28 4/30 | Work on social media campaign for client Work on social media campaign for client | 4/28 4/30 |
| Week 15 5/5 5/7 | Work on social media campaign for client Final Term Project Presentations due | 5/5 5/7 |
| Week 16 Final Exam Period 5/12 5:45- 7:45 p.m. | Final Exam Period Final Term Project Presentations | 5/12 5:45- 7:45 p.m. |