Course Syllabus
MKTG 3340-M50 - Principles of Social Media Marketing
Fall 2018
3.0 Credit Hours
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This syllabus is a tentative outline for this course. I will make reasonable effort to adhere to this schedule but you should know that I reserve the right to alter as circumstances may dictate. All changes will be announced in class and/or via the closed Facebook group. You are responsible for obtaining this information.

Course Overview:

Social media is a fast-growing, ever-evolving, innovative, and entrepreneurial space. Despite its increasing ubiquity, is not well understood from a strategic marketing perspective. Marketers, managers, and consultants, who stay abreast of the constant innovation and new ways of doing things, have the potential to develop highly innovative, effective, and value-creating marketing strategies that use social media in conjunction with other types of media and promotions.

This course covers advertising, marketing, and communications strategies in the new media landscape where traditional media (e.g. television and print) and the online social media platforms (i.e., the Web; e.g., online social networks, user-generated content, blogs, forums) co-exist. We will look at the current media landscape and the opportunities and challenges that it affords marketers, managers, and consultants who are concerned with how to efficiently and effectively advertise/promote their company, brands, and products.

Catalog Description: How social media impacts marketing strategy, brand development, return on investment, and other fundamental business concepts; using social media to effectively convey messages and engage constituents.

Pre-Requisites/Co-Requisites:
There are no course pre-requisites to enrolling in this course.

Required Texts (and Related Materials): [REQUIRED]

- Social Media Marketing by Tracy L Tuten and Michael R Solomon 3e (Sage Publications) ISBN 978-15264-2387-0
Recommended Texts (and Related Materials):

- Mashable: http://www.mashable.com
- Social Media Examiner: http://www.socialmediaexaminer.com
- Fast Company: http://www.fastcompany.com
- Social Media Today: http://www.socialmediatoday.com
- Wired: http://www.wired.com
- TechCrunch: http://www.techcrunch.com
- Clickz: http://www.clickz.com

Location of Course Materials:
This course will be managed through social media contact points specifically set up for this class and the MKTG 3340 class elearn website (course materials uploaded here).

Course Objectives, Process, and Evaluation Matrix

<table>
<thead>
<tr>
<th>Learning Objective</th>
<th>Process</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe the overall nature of successful best practices of social media marketing (SMM) in all possible channel configurations</td>
<td>Discuss and use video examples of B to C, C to C, C to B, B to B of “Best Practices” SMM within each channel scenario. Accomplished by content materials – chapter readings, supplemental readings and video content.</td>
<td>Chapter Quizzes; Exam</td>
</tr>
<tr>
<td>Identify, by readings and analysis of current SMM content, current and future trends in social media platform configurations and functional usage.</td>
<td>Examine platforms and uses, current and future trending.</td>
<td>Platform Tutorial interactive group discussions</td>
</tr>
<tr>
<td>Listening to your customer’s social media commentary and adjusting SMM with findings.</td>
<td>Discuss and employ basic listening tools.</td>
<td>Projects, scenario based quizzes</td>
</tr>
<tr>
<td>Employ some of the basic aspects and tools of SMM to reach SMM objectives.</td>
<td>Applications by SMM objective and configuration.</td>
<td>Projects, scenario based quizzes</td>
</tr>
<tr>
<td>Evaluate organizational SMM programs that emphasize “Brand Management.”</td>
<td>Discuss by example various brand management SMM examples including brand crisis management</td>
<td>Projects, scenario based quizzes</td>
</tr>
<tr>
<td>Use SMM monitoring tools to develop metrics to evaluate SMM program effectiveness.</td>
<td>Examples and basic use of SMM Monitoring and metric platforms</td>
<td>Projects, scenario based quizzes</td>
</tr>
</tbody>
</table>
Fogelman College: Learning Outcomes for Your Degree

- Graduates will be effective communicators.
- Graduates will demonstrate critical thinking skills.
- Graduates will be knowledgeable about ethical factors in the business environment.
- Graduates will be knowledgeable about the global business environment.
- Graduates will be proficient users of business presentation and analysis technology.

Course Methodology

This is a collaborative online class by design. The foundation for your learning process will come through assigned readings and uploaded videos (lectures, TED talks, YouTube, etc.). However, our study of social media marketing best practices (our outcomes for the course) will largely come from brand projects, exploration of tool tutorials, and current social media topics.

Professor’s Expectations of Students:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all online discussions.

Student’s Expectations of the Professor:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to contact within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100 Points</td>
<td>A</td>
</tr>
<tr>
<td>80-89 Points</td>
<td>B</td>
</tr>
<tr>
<td>70-79 Points</td>
<td>C</td>
</tr>
<tr>
<td>60-69 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 60 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, tests and projects.
Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>[1] Class Leadership – Tool Tutorial (150) / Trending Topic (25)/Final Assessment (150)</td>
<td>325</td>
</tr>
<tr>
<td>[2] Monitoring Project (75/50/50/60/50/130)</td>
<td>415</td>
</tr>
<tr>
<td>Quizzes (11 @ 10pts; Mid-term 50 pts)</td>
<td>160</td>
</tr>
<tr>
<td>Class Participation</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000 pts</strong></td>
</tr>
</tbody>
</table>

Course Topics:

Unit 1: Foundations of Social Media Marketing
Unit 2: The Four Zones of Social Media Marketing
Unit 3: Social Media Data Management and Measurement

List of Formal Assessed Activities

For a complete description of the assessed activities for the semester, please refer to individual document uploads on ecourseware.

[1] Class Leadership Assignments (3 assignments = 325 pts.)

[SMM Tool Tutorial PPT presentation /Trending Topic post / Final Assessment]

The world of Social Media Marketing is dynamic – changing daily. In this class, we will be addressing topical areas that are both basic and trending. The class leadership assignments will be the basis for analyzing each topical area. You will complete one [1] Presentation & Discussion of a platform tool/app through a Discussion Forum, one [1] trending topic posted to Facebook (link and summary hook posted 3340-M50-F18), and [1] Final Assessment scenario essays (uploaded to Dropbox). Please see instructions uploaded to ecourseware.


You will analyze how a company/brand uses social media to market its products, service, brand, etc., monitor social media conversations about the product/company, and evaluate their social media effect on competitive position. You will submit a proposal for your brand project, complete four social media assignments that will help to familiarize you with how a variety of social media tools can be applied in a business communication plan, and, finally, formalize your evaluation in a written critique and analysis. The exercises will require that you create specific social media accounts for this class (or, in some cases, use accounts you already have).

All assignments are available on ecourseware when the semester begins. You have ample time to seek any assignment, project, or presentation clarification before the due date; therefore, **I will not answer questions within 24 hours of any deadline**. I encourage you to use the FB group to solicit clarification from your classmates or myself. Please use it as a collaborative tool. The due dates are firm. Please don’t
ask for an extension – no late work is accepted. Also, I have given you templates for your project work. Please edit/format as necessary before uploading.

Quizzes (11 @ 10 pts + Mid-term 50 pts = 160 pts.)

There are 11 MC quizzes – 1 corresponding to each module. The quizzes will cover your chapter reading and *content materials listed on the read/watch checklist. There is a 25 minute time limit on the quizzes, but you have 2 attempts to complete it. The Mid-term covers chapters 1-5. There is an 85 minute time limit and one attempt to take it.

Class Participation (week-by-week assessment = 100 pts.)

This course will be hands-on and we will all benefit from class discussions and our collaborative efforts in our study of best practices social media use with various brands, platforms, and current social media topics. Your class participation and collaboration is not only appreciated, it is expected. Your grade will be based upon your participation in the Facebook trending topic posts and facilitating/contributing to tutorial discussions.

Your Participation Assessment is based on the extent that I can see that you are “getting it” and keeping current with the assigned readings and your personal, external knowledge acquisition of choice. These are the standards for evaluating your participation:

1. Relevance to the discussion
2. Move the discussion forward – challenge the status quo with new ideas (AKA “out of the box”)
3. Courtesy in discussion – do you respectfully consider ideas offered by classmates?
4. Can you back up your viewpoint with data, research, theory, etc.?

Please note: For ALL written work: I will assume that you have used an available writing center tutor or equivalent, if your writing skills warrant it. UM3D provides a service called Smarthinking that provides free, one-on-one tutoring for various subjects, as well as an online writing center. There is a link within the course navigation bar. The Center for Writing and Communication (CWC), located on the first floor of McWherter Library, is a combined writing and speaking center that provides free, one-on-one and group tutorials to students working on writing and presentation assignments. The CWC is open Monday-Thursday, 9:00-5:00, and Friday, 9:00-noon. Visit the CWC website (opens in new window) for more information and to schedule an appointment. Walk-in appointments are also welcome.

Schedule of Activities

Each module is set up with a checklist: Read/Watch/Do. Please use it. There is also a “Semester Calendar” that will give an at-a-glance look.

Final Exam Schedule

The final exam for this class will be scheduled according to the Registrar’s academic calendar website (opens in new window).

Course Policies

Communication:
Since this class meets over the Internet, our communication will be via email, threaded discussions, and the closed Facebook group 3340-M50-F18.

Email: To contact me, please e-mail me from within the course shell. Your eLearn email is located under the "message Alerts" icon just to the left of your name in the top bar of the course home page and my eLearn address is trickman@elearnmail.memphis.edu. This makes sure that all my online email communication goes to one location and I'll have access to just my online class correspondence. Please include in the subject line of your email “3340-M50”. Also, please include your name in your message since it is not always obvious in your email address. If at all possible, I will respond to your questions/issues within 48 hours.

3340-M50-F18: We will also have a closed Facebook group page that I expect you to join and check. This group page is a great resource for you to ask questions, offer troubleshooting, etc. and get help from other students in the classroom.

Warning: Do not email me questions that can easily be answered by reading the syllabus. Please check the syllabus and other posted documents and publications first for this type of information! You should also post clarification questions on the closed Facebook group page. Be warned, if it is on the syllabus or uploaded documents, I will not answer the email.

Attendance (online engagement verified through ecourseware statistics):

“Attendance” is both expected and considered necessary to adequately complete the course. And for students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

Academic Integrity:

Cheating, Plagiarism, or Student Misconduct won’t be tolerated. If you need clarification, refer to your Student Handbook in the academic misconduct section of the Code of Student Conduct and Disciplinary Procedures. Note that using a “Solutions Manual” or “Test Bank” or tools such as “Quizlet” is considered cheating. Should I have evidence that cheating has occurred, I may take steps as described on the campus’ Office of Student Conduct website (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Website on Academic Integrity (opens in new window).

Drop Box Submissions

If you have a problem submitting via Drop box, call the tech people at 678-8888. Do not wait until the last minute to submit your assignment. I will not accept a late assignment even if a technical problem causes you to miss the deadline. Your written work submitted via Drop box will be submitted to Turnitin.com or similar electronic detection method for an evaluation of the originality of your work (plagiarism). By submitting your assignment through ecourseware, you agree that your assignments will go through this review process.

Late Assignments:
Don’t go there. Seriously. Don’t. All of you are far enough along in your college careers and close enough to your professional careers to know that work needs to be complete and submitted on time. Meeting deadlines is critical to success in business. I suggest you begin now to develop good work habits. Therefore, if there’s a deadline, it’s due. In the case of a truly extenuating circumstance, please let me know as soon as possible before the due date. Otherwise, don’t ask for an exception, plan accordingly, and treat this as you would any professional obligation.

**Extra Credit:**

Interestingly enough, it’s often the same students who couldn’t get their work in on time that are most interested in extra credit. Same rules for late assignments apply here. No individual extra credit assignments will be given to anyone. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

**Syllabus Changes:**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course Facebook group page.

**Social Media Marketing Internships:**

Social Media Marketing internships, designated MKTG 4611, are reserved for students who have completed MKTG 3340 and have completed or are currently enrolled in MKTG 4630. MKTG 4611 is required for Social Media Marketing minors. See below for registering information. (If you are not a business major, but have declared the SMM minor, I can “put you in” our FIN database so that you can complete the process via online rather than hard-copy). Like all internships in FCBE, you need to register prior to starting your internship (no retroactive credit) and have your internship approved by me.

To review the requirements for applying for academic credit, visit [http://www.memphis.edu/professional/internships/academic_credit.php](http://www.memphis.edu/professional/internships/academic_credit.php) Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.

**Student Services**

Please access the [FCBE Student Services (opens in new window)](http://www.memphis.edu/professional/internships/academic_credit.php) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance