Course Syllabus
MKTG 3340-001 - Principles of Social Media Marketing
Spring 2019
3.0 Credit Hours

Instructor: Tracy Cosenza, PhD
E-mail: tracy.cosenza@memphis.edu
Office: FCBE #210
Office Hours: W 3:45-5:15pm or by appointment

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, it 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 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

Location of Course Materials:
This course will be managed through the closed Facebook group and the MKTG 3340-001 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 practical 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>Exam, Class Participation, Quizzes</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>Exam, Tool Tutorial classroom discussion</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 tools of SMM to reach SMM objectives.</td>
<td>Application by SMM objective, configuration.</td>
<td>Exam, Class participation, Project</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>Project, scenario-based quizzes, Class Participation</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 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: a well-organized and engaging learning experience, response to emails 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 (overall) 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, quizzes, 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 (125) / Trending Topic (25)/Final Assessment (150)</td>
<td>300</td>
</tr>
<tr>
<td>[2] Monitoring Project (75/50/50/50/50/125)</td>
<td>400</td>
</tr>
</tbody>
</table>
**Deliverable**

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Quizzes (11 @ 10 pts; Mid-term 50 pts)</td>
<td>160</td>
</tr>
<tr>
<td>Class Participation</td>
<td>90</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 = 300 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] Tool Tutorial Presentation & Discussion, one [1] trending topic posted to Facebook (link and summary hook posted 3340-001-F18), and [1] Final Assessment scenarios essay (hard copy and uploaded to Dropbox). Please see instructions uploaded to ecourseware.

**[2] Monitoring Project (6 assignments = 400 pts)**

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.

**[3] Activities (2)**

**Foursquare Activity**

We will participate in this location-based social network and give our own University a boost by helping create a social city guide for the UM area. In addition, we will evaluate the impact our participation has
on local business and the brand of our university. [Out of class activity; Drop Box submission]

LinkedIn Activity

We will consider our personal brand strategy and begin formalizing it by creating or refining a LinkedIn page. The activity will also require participation in LinkedIn groups and finding (not applying for) job prospects and/or internships. [MP4 video and uploaded project document - out of class activity; Drop Box submission]

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 = 90 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.?

All assignments are available on ecourseware when the semester begins. You have ample time to seek any assignment, project/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. Unless otherwise noted, all assignments will be submitted as a hardcopy, in class (before we start class), on the day they are due. Do not simply insert your work into my document without editing out unnecessary components (I’ll deduct points).

Please note: For ALL written work and your presentation: I will assume that you have used The Center for Writing and Communication (CWC) if your writing skills and/or presentation skills warrant it. The 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

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the “Semester Calendar” that can be found on ecourseware.

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

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account AND CHECK IT DAILY. You will receive course correspondence (individual or group notification) at this email account. If you do not check your .edu account consistently, bounce it to your preferred account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition etc.) is the student’s responsibility. 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.

Please DO NOT use the email link in eCourseware to correspond with me. It does not allow me to appropriately respond to you on my digital devices. Email me directly at the above noted account. I will make every effort to respond to your emails within one (1) business day.

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! Then ask another student or post on the closed Facebook group page. Be warned, if it is on the syllabus or uploaded documents, I will not answer the email.

Interaction with Instructor:

If you cannot make my office hours, I will be delighted to set up an appointment to meet with you at a mutually convenient time. See me before or after class or e-mail me to make an appointment. Please note that due to other commitments I cannot guarantee that I will be able to spend time with you if you just “drop by” my office. Remember, if you are having a problem with the material or with an assignment, etc. it’s best to discuss this with me before it’s too late to do anything about it, particularly if you have an accommodation.

Attendance:

Attendance is both expected and considered necessary to adequately complete the course. You are responsible for all material covered in class or assigned, regardless of the reason for absence. Class participation (see “Class Participation” above) will be based on the assumption that you have read all assigned material prior to attending the session in which it is discussed. It should go without saying, please be on time. 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.
Classroom Behavior:

In general, it is your responsibility to stay engaged in class lecture/discussion. Don’t be surprised if you are called upon for your insights!

The usual things apply here – arrive on time, don’t do anything to distract those around you, etc. I do not tolerate side discussions or disruptive behavior in class. If you are blatantly not paying attention or otherwise disrupting class (other students or myself) you will not receive credit for attending on that particular day. If this is a reoccurring problem, it can drastically reduce your final average – and I will undoubtedly ask you to leave.

Use of Digital Technology – No Technology Permitted – TAKE NOTES

Please act like you are on an airplane - power down and stow all of your personal electronic devices during class time.

You won’t need your laptop to view slides. I highly recommend that you take notes on your classmates’ tutorial PPT presentations. You will see many of them again on your [1.3] Final Assessment (final exam). There is a great deal of recent research which shows that students who use laptops during class actually perform worse than those who take notes using pen and paper.

As far as cell phones, if there’s an important reason why you need to check your phone (work texting, sick child) please see me at the start of class to let me know that you’ve got a legitimate need to check your phone. Just to clarify – check means look at your phone and read a text message. If you need to reply, please leave the room.

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:

Academic dishonesty will not be tolerated in this course. If you engage in activities that violate the University’s academic dishonesty policies, you will fail the course.

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.

If the assignment is due in class, a typed hard copy is expected and will only be accepted at the beginning of class. If the assignment is due to Drop box, it will close at the deadline. All project instructions are listed on ecourseware as individual documents at the beginning of the semester and due dates are listed on the class schedule loaded on ecourseware.

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