Course Syllabus
MKTG 3340-001 - Principles of Social Media Marketing
Fall 2020 M/W Hybrid 11:30-12:25pm
3.0 Credit Hours

Instructor: Tracy Cosenza, PhD
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Office: FCBE #319
Office Hours: Group: Zoom Sessions through email invite
Private: Phone, Facetime, FB messenger, etc. 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.

COVID-19 Notice – Fogelman College of Business (opens in new window)

Required Text
For successful completion of this course, you will need to purchase or rent the textbook.

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

Technical Requirements
For successful completion of this course, you must have the following resources or access to the equivalent:

- Access to internet browser
- High speed internet connectivity
- Adequate computing equipment
- Speakers or other audio capability
- Recording capability - microphone

If you do not have adequate resources: McWherter Library has laptops you can check out for library use (you'll still need a microphone); computer labs are open; you can upload on campus if you do not have adequate band width/internet connectivity. If you choose to remain in the course, inability to upload your presentation will not be accommodated.
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; you must have earned 45 hours; there is a permit required for students majoring outside of Fogelman.

Course Methodology

This is a collaborative course 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 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 (usually sooner), and feedback on all work submitted within 7-10 calendar days.

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.

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 content uploaded here).

Recommended Related Materials (particularly for [1.1])
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

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>
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</tbody>
</table>
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>
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<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 –</td>
<td></td>
</tr>
<tr>
<td>[1.0] Personal Bio (25)</td>
<td></td>
</tr>
<tr>
<td>[1.1] FB Trending Topic (25)</td>
<td></td>
</tr>
<tr>
<td>[1.2] Tool Tutorial Video Presentation (150)</td>
<td></td>
</tr>
<tr>
<td>[1.3] Discussion Participation (100)</td>
<td></td>
</tr>
<tr>
<td>[1.4] Final Assessment (100)</td>
<td>400</td>
</tr>
<tr>
<td>[2.1] Proposal (50)</td>
<td></td>
</tr>
<tr>
<td>[2.2] Social Networks (50)</td>
<td></td>
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<tr>
<td>[2.3] Blogs &amp; Twitter (50)</td>
<td></td>
</tr>
<tr>
<td>[2.4] Ratings &amp; Reviews (50)</td>
<td></td>
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<tr>
<td>[2.5] Using Analytics (50)</td>
<td></td>
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<tr>
<td>[2.6] Critique &amp; Analysis (150)</td>
<td></td>
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<tr>
<td>[3.1] LinkedIn (50)</td>
<td></td>
</tr>
<tr>
<td>[3.2] Twitter Flight School (40)</td>
<td></td>
</tr>
<tr>
<td>Quizzes (11 @ 10pts)</td>
<td>110</td>
</tr>
<tr>
<td>Total</td>
<td>1000 pts</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 (5 assignments = 400 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: [1.0] Personal Bio, [1.1] Trending Topic posted to Facebook (link and summary hook posted 3340-001-F20), [1.2] Presentation & Discussion of a platform tool/app, [1.3] Participation in discussion topics, and [1.4] Final Assessment scenario essay. 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 you evaluate the social space of your brand, and 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. Also, I have given you templates for your project work. Note: These are templates – NOT the directions! You may edit/format as necessary if you choose. I expect a professional, organized document – free from typographical or grammatical errors.

[3] Activities (2 assignments = 90 pts)

LinkedIn Activity (50)

We will evaluate 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. Don’t wait until the last minute to do it or you will not get the responses needed from industry for completion of the project.
Twitter Flight School (40)

People want video. So do brands. Since video is wildly popular, we will utilize Twitter Flight School’s Video Advertising on Twitter courses. The courses do not require previous ads experience. Successful completion of the Twitter Flight School Badge satisfies your final exam requirement.

Quizzes (11 @ 10 pts = 110 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.

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) is a combined writing and speaking center that provides free, one-on-one and group tutorials to students working on writing and presentation assignments. Visit the CWC website (opens in new window) for more information and to schedule an appointment.

Schedule of Activities

See the detailed calendar uploaded to 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

Notifications for this course will largely take place in the closed Facebook group for this course. However, all students are required to maintain and access their University of Memphis (@memphis.edu) email 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.

Late Work, Attendance, Extra Credit & Add/Drop

Since this is a Remote Hybrid course, class is still taught synchronously and a record of your attendance will occur automatically through recorded Zoom or Virtual Classroom sessions. Thus, formal attendance will not be taken. You are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. 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. Your assignments must be submitted as indicated in ecourseware. This course is not self-paced. As such, no late assignments will be accepted. In this course, deadlines are taken very seriously. Please do not wait until the last minute to submit assignments as an emergency can happen at any time. This is a professional obligation. Treat it as such. There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus. Further, this course is extremely fast-paced! If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

**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 posting in the course Facebook group and individual email communication.

**Online Behavior**

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College’s Netiquette website (opens in new window).

**Student Services**

Please access the FCBE Student Services (opens in new window) page for information about:

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

**Academic Integrity**

The University of Memphis has clear codes regarding cheating and classroom misconduct. These definitions are from the Office of Student Conduct statement about misconduct.

**Plagiarism.** The adoption or reproduction of ideas, words, statements, images, or works of another person as one’s own without proper attribution.

**Cheating.** Using or attempting to use unauthorized materials, information, or aids in any academic exercise or test/examination. The term academic exercise includes all forms of work submitted for credit or hours.

**Fabrication.** Unauthorized falsification or invention of any information or citation in an academic exercise.
Note that using a “solution Manual” is considered cheating. Paying for or otherwise obtaining answers via internet sources is considered cheating. Online students are required to adhere to the same professional, legal and ethical standards of conduct online as on campus. FCBE has outlined their Code of Professionalism for Students and you are expected to review this document carefully. In addition, students should conform to generally accepted standards of “netiquette” while sending e-mail, posting comments to the discussion board, and while participating in other means of communicating online. Specifically, students should refrain from inappropriate and/or offensive language, comments and actions. FCBE has developed its own set of Netiquette Guidelines for online courses and you are expected to review this information carefully. “Turnitin” technology is embedded within the ecourseware system Dropbox option. This electronic detection method evaluates the originality of your ideas as well as the proper use and attribution of sources. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the professor may be penalized or may not be accepted at all. (University of Memphis, Office of Legal Counsel, October 17, 2005). Should I discover evidence of an academic integrity violation, I may take the student conduct process steps, as described on FCBE Standards for Academic Integrity website. If you have questions about academic integrity or plagiarism, you are strongly encouraged to review the FCBE Standards for Academic Integrity website.

Inclement Weather

Please note – since this is conducted online, inclement weather is not an excuse for a missed assignment, except in severe cases of widespread power outages.

Office for Institutional Equity

The University is committed to ensuring equality in education and eliminating any and all acts of sexual misconduct from its campus. Sexual misconduct includes sexual harassment, sexual assault, dating violence, domestic violence and stalking. If you or someone you know has been harassed or assaulted, you can make a report to the Office for Institutional Equity at oie@memphis.edu or 901.678.2713. Please note that if you make a report to me, I am required to report it. If you want to make a confidential report you can contact the University Counseling Center, 214 Wilder Tower, 901.678.2068.

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. Your first step is to create an account in FIN. 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 internship credit, visit 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.