#### **MARK 3370**

### Social Media Marketing – Spring 2018

Instructor Name: Lauren Brewer

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Office Hours: By appointment; schedule 1 day in advance

Course Number and Title: MARK 3370—Social Media Marketing

Classroom and Class Time: Online at https://elearn.uta.edu

**<u>Textbook:</u>** Social Media Marketing: Principles and Strategies & Mimic Social (Simulation)

Textbook and simulation combo \$99.99 from Stukent.com

Register online: https://home.stukent.com/join/5AA-5E9

<u>Course Description:</u> A conceptual foundation and practical approach for developing a social media plan will be presented. Students will gain hands-on experience using social media strategically to achieve desired marketing goals through an interactive simulation.

**Prerequisites:** MARK 3321 grade of C or better and junior standing. Students are not officially added or dropped from a course section until the drop or add is processed by the Registrar.

<u>Course Outcomes:</u> (1) Create and maintain an All-Star LinkedIn profile. (2) Define the fundamental concepts and practices in social media marketing. (3) Identify social media marketing opportunities and target audiences on the social web. (4) Select optimal social media tools. (5) Implement tactics to execute, monitor, and tune social media marketing campaigns for success. (6) Obtain Hootsuite Certification via Hootsuite's Student Program.

<u>Class Process:</u> It is important that you do the assigned readings in advance of the lecture, since that session will build on the text and other reading materials. Marketing is a practical skill that is learned through study and application in a cumulative fashion. Experience suggests that the value of the course is greatly diminished if students attempt to substitute pre-exam cramming for regular preparation.

**E-Mail Communication:** I will <u>NOT</u> be accepting ANY email from students unless it is from a UTA e-mail address. I will only send email communication to your UTA email accounts. This course will strictly adhere to the exclusive use of University assigned e-mail addresses for all communications. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

Please consult this link for further help: http://www.uta.edu/oit/cs/email/index.php Direct all UTA Email account related questions to the Office of Information Technology.

Attendance: At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. Each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance.

As the instructor of this section: Attendance does not directly factor into students' final grades, but regular attendance is important for you to perform to the best of your ability in this course. Some activities taking place in class (e.g. videos, exercises, cases, assignments, etc.) will not be made available by the instructor to students afterwards.

However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

<u>Class Etiquette:</u> I will insist on professional behavior in class, which includes coming to class on time, not walking out in the middle of a lecture (without my permission in advance), and not engaging in cross-talking with other students unless it is part of a broader class discussion. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time.

My Accessibility: I look forward to getting to know as many of you as possible during the semester. Please let me know if I can help. You do not need an appointment to drop by and see me during regular office hours, but you can reserve a specific appointment time in advance. I will also be glad to talk with you before and after classes as our schedules permit. E-mail is an excellent way to get in touch with me – for simple questions, clarifications, or to set up an appointment. You may also contact me by phone (817-272-6741). Instead of leaving a voicemail, please contact me via email.

<u>Grading Policy:</u> In accordance with the policies at the University of Texas at Arlington, I use the following grading system:

Letter Grade	Rating/Percentage	Total Points Received
A	Excellent – 90%	450 - 500
В	Good – 80%	400 – 449.99
С	Satisfactory – 70%	350 – 399.99
D	Passing – 60%	300 - 349.99
F	Failing – 59% and Below	299.99 and Below

I employ the entire range of the grading system in this class. Do <u>not</u> assume that all grades receive a minimum of B. Average (Satisfactory) work is the baseline and receives a grade of C, not a B. Average work is what anyone can produce, and it is average. Good (B) work and better requires additional effort, initiative, creativity and a good understanding of the subject matter. Let's keep the spirit of the grades up and produce "good" to "excellent" work for high grades.

Grade Item	Possible Points	Percentage
<b>Exams:</b> (3 @ 100 pts each)	300	60%
Case Studies: (6 @ 10 pts each)	60	12%
Simulation: (6 rounds @ 10 pts each)	60	12%
Expert Sessions: (4 @ 10 pts each)	40	8%
LinkedIn Project	20	4%
<b>Hootsuite Certification</b>	20	4%
Total Possible Points	500 Points	100%

<u>Additional Policies Regarding Grading:</u> In order to uphold the standards of fairness for all students in the class, I insist that you refrain from engaging in the following acts. Do not:

- 1. Tell the instructor that you need a certain grade.
- 2. Ask for extra assignments for the purpose of raising a grade.
- 3. Ask for the grade to be raised because it is very close to the next higher grade.
- 4. Ask for the grade to be raised because you did better in some component(s) of the course than other components.
- 5. Ask for a higher grade because you do not like the grading scheme.
- 6. Ask to be treated better than other students are by asking that an exception be made to these rules.
- 7. Ask for any other unfair advantage in grading.

I will refer any violators back to this section of the syllabus as necessary.

Exams: There are three non-cumulative exams in this course. Each exam is worth 100 points. Exams will consist of 50 questions at 2 points each, which may include a combination of true/false, multiple-choice, and matching that cover textbook chapters, readings, articles, lectures, assignments, videos, class discussions, cases, guest speakers, and any other information the instructor deems important. Students must provide their own scantron (882-E) for each exam. The scantron must be in excellent condition- If your scantron will not go through the machine, you will receive a zero for the exam. No scantrons will be re-marked or re-run. Test questions will focus on your understanding of the marketing concepts and your ability to apply those concepts to real-world problems.

- No student will be permitted to start an exam once the first exam has been turned in.
- All students <u>must</u> have a valid photo ID placed on their desk when taking each exam. <u>No</u> student will be permitted to take an exam without a valid photo ID.
- All exams must be taken on the dates indicated in the syllabus. Absolutely no make-up exams will be given for any reason.

<u>Final Exam:</u> An <u>optional</u> cumulative final exam is offered at the end of the semester. Students may choose to take the cumulative final exam to replace their lowest exam score from the three non-cumulative exams during the semester. Taking the final exam cannot harm your grade. Before finals week you will know your point total for all material that has been graded and tentative letter grade. If you are not satisfied with your course grade, you may choose to take the optional final exam. No review will be offered for the final exam. The final exam will consist of 100 multiple-choice questions at 1 point each. Students must provide their own scantron (882-E).

Beginning one week before the final exam date students will be able to sign-up via Blackboard to take the exam. Students <u>must</u> sign-up in Blackboard to take the final exam. The sign-up period will close 24 hours before the final exam is to be administered. Students who sign-up, but fail to show up on the final exam date will automatically be dropped one (1) letter grade in the course.

- No student will be permitted to start the final exam once the first final exam has been turned in.
- All students <u>must</u> have a valid photo ID placed on their desk when taking the final exam. <u>No student will be permitted to take the final exam without a valid photo ID.</u>

<u>Case Studies:</u> Six case study chapters will be completed over the course of the semester. Each case is worth 10 points. Case studies are real-world examples of concepts discussed in previous chapters. Students will read the case and answer corresponding multiple choice and/or true/false questions via Blackboard. All assignment answers <u>must</u> be submitted via Blackboard by the due date. No late assignments will be graded.

<u>Simulation</u>: Students will individually participate in the Mimic Social Simulation. Students will complete 9 graded rounds. The first round is a practice round for students to understand how the simulation works and the following 8 rounds will count for a grade. The grades for the lowest two rounds will be dropped. Students will be competing against one another, and will be graded based on the scores for the entire class for each round. Detailed information will be provided in class on 2/14 and posted in Blackboard before the start of the simulation on 2/19. No late simulation rounds will be graded.

**Expert Sessions:** There are four Expert Session quizzes in this course. Expert Sessions are videos from individuals who are considered "experts" in their field. Quizzes will cover 2-3 videos and will have 20 questions. Each quiz is worth 10 points. Quizzes will be completed via Blackboard. No late quizzes will be graded.

<u>LinkedIn Profile Project:</u> Students will create an "All-Star" LinkedIn profile. Students may use their existing profile and improve upon it, or create a profile if they do not currently have one. Students will also join the course group via LinkedIn. LinkedIn Profile's will be submitted via Blackboard. No late project submissions/quizzes will be graded.

<u>Hootsuite:</u> Students will receive free online access to Hootsuite Academy (Hootsuite Platform Certification of \$99 value & Free listing in Hootsuite's Certified Professional Directory). Students will complete the 3-course certification training and the Hootsuite Platform Certification exam. No late certifications will be graded.

Guest Speaker: This course will have one guest speaker during Business Week on Monday March 19<sup>th</sup>. Attendance is mandatory on this date. Students will be penalized 5 points if he/she is absent on the guest speaker day. Students who do not attend will not have the opportunity to make-up the penalized points.

## Cheating: CHEATING AND PLAGIARISM WILL NOT BE TOLERATED.

Any student caught cheating or plagiarizing will receive an 'F' in the course and will be immediately reported to the department chair and the Office of Student Conduct.

No student shall distribute course notes/materials (or other information deemed as unacceptable by the instructor) for free or for sale in this course. Distributing such information is considered cheating, and will be handled as such. If a student is caught distributing any of the above information the student will receive an "F" in the course.

<u>Academic Integrity:</u> All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

# Tentative Course Schedule This schedule may change at any time with notice to students.

Week	Date	Торіс	
1			
1	1/17	Overview / Introduction / Expectations / Decision Day	
2	1/22	Stukent Registration / Hootsuite Registration / LinkedIn Project	
	1/24	LinkedIn Project + Expert Session	
3	1/29	Chapter 1: Social Media Revolution	
	1/31	Chapter 13: Digital Transformation at Disney World	
4	2/5	Chapter 2: Consumer – to – Consumer Interaction (C2C)	
	2/7	Chapter 4: Social Media Metrics	
5	2/12	Expert Sessions	
	2/14	Simulation Explanation / Introduction	
6	2/19	Exam 1	
	2/21	Expert Sessions	
7	2/26	Chapter 5: Strategic Usage of Social Media	
/	2/28	Chapter 14: AEO Skinny Skinny Jeans	
8	3/5	Chapter 6: Managing Social Media Communications and Planning Cycle	
	3/7	Chapter 19: E2 Kickstarter Campaign	
9	3/12	SPRING BREAK	
9	3/14	SPRING BREAK	
10	3/19	Business Week - Guest Speaker	
10	3/21	Simulation Day	
11	3/26	Chapter 7: What is Content Marketing?	
	3/28	Chapter 8: Advertising on Social Media Platforms	
12	4/2	Exam 2	
	4/4	Expert Sessions	
13	4/9	Chapter 9: What Does "Being Viral" Mean?	
	4/11	Chapter 15: Imagine Dragons & Chapter 16: Beyoncé	
14	4/16	Chapter 10: Marketing Research Using Social Media	
	4/18	Chapter 17: DEWmocracy	
15	4/23	Chapter 12: Managing Customers	
	4/25	Chapter 18: DeltaAssist	
16	4/30	Exam 3	
	5/2	Hootsuite Certification	

<sup>&</sup>quot;As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. – Lauren M Brewer"

#### UNIVERSITY POLICIES AND PROCEDURES

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: The Office for Students with Disabilities, (OSD) <a href="https://www.uta.edu/disability">www.uta.edu/disability</a> or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at <a href="https://www.uta.edu/disability">www.uta.edu/disability</a>.

Counseling and Psychological Services (CAPS) <u>www.uta.edu/caps/</u> or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

**Non-Discrimination Policy:** The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit <u>uta.edu/eos</u>.

**Title IX Policy:** The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit* <a href="www.uta.edu/titleIX">www.uta.edu/titleIX</a> or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or <a href="miscondecentral-index">imhood@uta.edu</a>.

Academic Integrity: Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

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I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University. Additional information is available at <a href="https://www.uta.edu/conduct/">https://www.uta.edu/conduct/</a>.

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <a href="http://www.uta.edu/oit/cs/email/mavmail.php">http://www.uta.edu/oit/cs/email/mavmail.php</a>.

**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 as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <a href="http://www.uta.edu/news/info/campus-carry/">http://www.uta.edu/news/info/campus-carry/</a>

Student Feedback Survey: At the end of each term, students enrolled in face-to-face and online classes categorized as "lecture," "seminar," or "laboratory" are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback via the SFS database is aggregated with that of other students enrolled in the course. Students' anonymity will be protected to the extent that the law allows. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <a href="http://www.uta.edu/sfs">http://www.uta.edu/sfs</a>.

**Final Review Week:** For semester-long courses, a period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Student Support Services**: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include <u>tutoring</u>, <u>major-based learning centers</u>, developmental education, <u>advising and mentoring</u>, personal counseling, and <u>federally funded programs</u>. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to <u>resources@uta.edu</u>, or view the information at <a href="http://www.uta.edu/universitycollege/resources/index.php">http://www.uta.edu/universitycollege/resources/index.php</a>.

**University Tutorial & Supplemental Instruction** (Ransom Hall 205): UTSI offers a variety of academic support services for undergraduate students, including: 60 minute one-on-one <u>tutoring</u> sessions, <u>Start Strong</u> Freshman tutoring program, and <u>Supplemental Instruction</u>. Office hours are Monday-Friday 8:00am-5:00pm. For more information visit <u>www.uta.edu/utsi</u> or call 817-272-2617.

**The IDEAS** Center (2<sup>nd</sup> Floor of Central Library) offers **FREE** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in, or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.

**The English Writing Center (411LIBR)**: The Writing Center offers **FREE** tutoring in 15-, 30-, 45-, and 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Register and make appointments online at <a href="https://uta.my.wconline.com">https://uta.my.wconline.com</a>. Classroom visits, workshops, and specialized services for graduate students and faculty are also available. Please see www.uta.edu/owl for detailed information on all our programs and services.

The Library's 2<sup>nd</sup> floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library's hours of operation. http://library.uta.edu/academic-plaza

**Emergency Phone Numbers:** In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381