

MARK 3370 - Online - Section 002
Social Media Marketing – Fall 2018

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Office Hours: By appointment; schedule at least 1 day in advance

Course Number and Title: MARK 3370—Social Media Marketing

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

Textbook: Social Media Marketing: Principles and Strategies & Mimic Social (Simulation)

Textbook and simulation combo \$119.99 from Stukent.com

Register online: <https://home.stukent.com/join/560-0BC>

Course Description: 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.

Course Outcomes: Upon completion of this course, students are expected to be able to:

- (1) Understand what social media is and how this new type of media and communications technology influences how business and marketing is done.
- (2) Understand key principles of “connected consumers” from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies.
- (3) Develop skill in using the predominant social media tools currently available for business/marketing communication.
- (4) Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management).
- (5) Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage consumers and to increase social impact, influence, and value.
- (6) Create and maintain an All-Star LinkedIn profile.
- (7) Obtain certifications for Hootsuite, Google Ad Words, and/or Google Digital Garage.

Other Materials and Resources: Students will need access to the internet for online materials associated with several of the modules, including audio and video capabilities.

Software: Web Browser, Adobe Flash Player, Adobe Shockwave Player, Adobe Acrobat Reader, MS PowerPoint

Students must use a recent version of MS PowerPoint to review their module lecture material.

UTA recommends that you use Mozilla Firefox as your web browser. Internet Explorer is not compatible with your Blackboard Learn course site. Backup browsers such as Google Chrome or Safari, may be compatible and should be installed.

Adobe Flash and Adobe Shockwave player may be required for online testing or video streaming.

Adobe Acrobat Reader is required to view PDF document files.

Hardware: Headphones or working speakers and high speed internet.

Respondus LockDown Browser: This course requires the use of LockDown Browser for exams. Watch this [short video](#) to get a basic understanding of LockDown Browser.

Computer Requirements: (1) Windows users need to have Adobe Flash Player installed to Internet Explorer, even if a different browser is normally used. (2) Mac users must have Adobe Flash Player installed to Safari. (3) A broadband connection is also required.

Download Respondus LockDown Browser: If you haven't already, download and install LockDown Browser from this link: [Download Browser](#).

Note: Do not download a copy of LockDown Browser from elsewhere on the Internet; those versions won't work at UTA.

E-Mail Communication: I will not accept 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>

Note: Direct all UTA Email account related questions to the Office of Information Technology.

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 in any way. E-mail is the fastest and most convenient way for you to get in touch with me for simple questions, clarifications, or to set up an appointment. Should you prefer a face-to-face meeting or if we need to discuss something in detail, I will be available on campus by appointment. You may also contact me by phone (817-272-6741). Instead of leaving a voicemail, please contact me via email (lauren.brewer@uta.edu).

Grading Policy: 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
B	Good – 80%	400 – 449.99
C	Satisfactory – 70%	350 – 399.99
D	Passing – 60%	300 – 349.99
F	Failing – 59% and Below	299.99 and Below

**** GRADES WILL NOT BE ROUNDED! ****

I employ the entire range of the grading system in this class. Do not 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
Module Exams: (4 @ 70 pts each)	280	56%
Module Quizzes: (4 @ 25 pts each)	100	20%
Simulation: (4 rounds @ 15 pts each)	60	12%
Hootsuite Certification	20	4%
Google Certification	15	3%
LinkedIn Profile + Quiz	15	3%
Discussion Assignment (2 @ 5 pts each)	10	2%
<i>Total Possible Points</i>	<i>500 Points</i>	<i>100%</i>

Additional Policies Regarding Grading: 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.

Module Exams: There are four non-cumulative module exams in this course. Modules 2, 3, 4, and 5 have exams. Each exam has 40 questions and is worth 70 points. Students will have 60 minutes to complete each exam. Exam questions will be true/false and multiple choice that cover textbook chapters, case studies, and videos from the module. Exam questions will focus on your understanding of the concepts and your ability to apply those concepts to real-world problems. Exams will be completed via Blackboard using Respondus LockDown Browser. No exams will be reopened/extended/retaken for any reason. **No late exams will be accepted/graded.**

Respondus Test-taking Guidelines: When taking an online exam, follow these guidelines:

- (1) Ensure you're in a location where you won't be interrupted
- (2) You are advised to not take any online exams on a wireless system as students have been dropped and used up their time trying to reconnect.
- (3) Turn off all mobile devices, phones, etc.
- (4) Clear your desk of all external materials. You are NOT allowed to have a cheat sheet of any type or notes out during an exam.
- (5) LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Opening a Test with Respondus LockDown Browser:

- (1) Close all programs, unless one is used to connect you to the Internet.
- (2) Locate the "LockDown Browser" shortcut on the desktop and double-click it. (For Mac users, launch "LockDown Browser" from the Applications folder.)
- (3) If prompted, either close a blocked program (e.g. screen capture, instant messaging) by choosing Yes. Or, close LockDown Browser and close the blocked program before restarting.
- (4) Login to your Blackboard course.
- (5) Navigate to the test and select it.
- (6) The remaining steps of the Startup Sequence will depend on settings chosen by your instructor. Follow the instructions and note your progress along the top of the screen.

If you encounter a problem, select the "It's not working" link for troubleshooting tips. The test will begin after the Startup Sequence is complete. You cannot exit LockDown Browser until the test is submitted for grading.

Module Quizzes: There are four module quizzes in this course. Modules 2, 3, 4, and 5 have quizzes. Each quiz has 25 questions and is worth 25 points. Students will have 30 minutes to complete each quiz. Quiz questions will be true/false and multiple choice covering textbook chapters, case studies, and videos from the module. Quiz questions will focus on your understanding of key terms and concepts. Quizzes will be completed via Blackboard. No quizzes will be reopened/extended/retaken for any reason. **No late quizzes will be accepted/graded.**

Simulation: Students will individually participate in the Mimic Social Simulation. Students will complete 1 practice round and 5 graded rounds. The grade for the lowest graded round 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 Blackboard before the start of the simulation on 9/24. **No late simulation rounds will be accepted/graded.**

Certifications: (1) **Hootsuite-** Students will receive free online access to Hootsuite Academy (Hootsuite Platform Certification 2018 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. (2) **Google Ad Words + or Google Digital Garage-** Students will complete either the Google Ad Words Certification + 1 additional certification of their choosing (from a preselected list) or the Google Digital Garage Certification. Students may complete both certifications and receive 5 bonus points added to the total points for the course. **No late certifications will be accepted/graded.**

LinkedIn Profile Project: 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 complete a 10-question quiz on the LinkedIn Student Expert Session. **No late profiles/quizzes will be accepted/graded.**

Discussion Assignment: Two discussion assignments will be completed- The first in Module 1 and the second in Module 2. Discussion information will be posted in Blackboard on the module page. Students will be divided into groups, and must answer/reply to the provided questions within the group. Discussions will be submitted via Blackboard. **No late discussions will be accepted/graded.**

Academic Integrity: 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.

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. Students are NOT permitted to share course materials without my permission. This includes but is not limited to: sharing quiz questions/answers, sharing exam questions/answers, and sharing certification questions/answers.

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. Study Soup and similar companies are considered cheating.

Creating a GroupMe that does not include Prof. Brewer is considered cheating, as I will assume you created the group to share information that I have deemed as unacceptable. If caught, all participants in the group will receive an "F" in the course.

Working with the Course Materials: Remember, this course covers an entire semester of work or the equivalent of a classroom course lasting 15 weeks. That means that each module in this course equals two or three weeks of course work and will require the same time and effort on your part. Do not expect to complete each module in a single session.

Each module contains information, activities, and assignments organized under a consistent series of headings. Get familiar with how the module is organized. Each module in this course is organized into the following sections: Module Learning Objectives, the Reading and/or Viewing Assignment, the Module Assignment, and Quizzes/Exams and/or Module Assessment. You should work through these parts of the module in order.

To begin, visit the 'Getting Started' or home page in your Blackboard course.

Netiquette: Students enrolled in this course are expected to follow proper net etiquette, especially when interacting with other participants via Discussion Boards and your Instructor. Please review "Top Five Rules of Netiquette in an Online Course," at <http://www.brighthub.com/education/online-learning/articles/26946.aspx>.

Suggested Study Techniques: (1) Carefully review the module objectives to help you focus on the information that will be covered. (2) Concentrate on the reading assignments, the lecture material, and any additional resources provided. (3) Put yourself on a definite schedule. Set aside a certain block of hours per day or week for this course and work in a place where distractions are minimal.

Tentative Course Schedule

This schedule may change at any time with notice to students.

Week	Topic
Week 1: 8/22 – 8/26 Week 2: 8/27 – 9/2	<u>Module 01</u> Stukent Registration LinkedIn Project / Expert Session Video Discussion Assignment 1
Week 3: 9/3 – 9/9 Week 4: 9/10 – 9/16 Week 5: 9/17 – 9/23	<u>Module 02</u> Chapter 1: Social Media Revolution Chapter 2: Consumer – to – Consumer Interaction (C2C) Chapter 3: Social Media Audit Chapter 13: Digital Transformation at Disney World Expert Session Video Discussion Assignment 2
Week 6: 9/24 – 9/30 Week 7: 10/1 – 10/7 Week 8: 10/8 – 10/14	<u>Module 03</u> Chapter 4: Social Media Metrics Chapter 5: Strategic Usage of Social Media Chapter 6: Managing Social Media Communications and Planning Cycle Chapter 14: AEO Skinny Skinny Jeans Chapter 19: E2 Kickstarter Campaign Expert Session Video Simulation: 1 & 3
Week 10: 10/15 – 10/21 Week 11: 10/22 – 10/28 Week 12: 10/29 – 11/4	<u>Module 04</u> Chapter 7: What is Content Marketing? Chapter 8: Advertising on Social Media Platforms Chapter 9: What Does “Being Viral” Mean? Chapter 15: Imagine Dragons Chapter 16: Beyoncé Expert Session Video Simulation: 5 & 7
Week 13: 11/5 – 11/11 Week 14: 11/12 – 11/18 Week 15: 11/19 – 11/25	<u>Module 05</u> Chapter 10: Marketing Research Using Social Media Chapter 11: Developing and Launching New Products Chapter 12: Managing Customers Chapter 17: DEWmocracy Chapter 18: DeltaAssist Expert Session Video Simulation: 9 & 11
Week 16: 11/26 – 12/2	<u>Module 06</u> Hootsuite Certification Google Certification(s)

“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://www.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)** <http://www.uta.edu/disability/> or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services (CAPS) www.uta.edu/caps/ 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 uta.edu/eos.

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 www.uta.edu/titleIX or contact Ms. Michelle Willbanks, Title IX Coordinator at (817) 272-4585 or titleix@uta.edu*

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 <http://www.uta.edu/oit/cs/email/mavmail.php>.

Academic Integrity: Students enrolled all UT Arlington courses 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 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 <https://www.uta.edu/conduct/>. Faculty are encouraged to discuss plagiarism and share the following library tutorials <http://libguides.uta.edu/copyright/plagiarism> and <http://library.uta.edu/plagiarism/>

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 <http://www.uta.edu/news/info/campus-carry/>

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 <http://www.uta.edu/sfs>.

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: 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 [tutoring](#), [major-based learning centers](#), developmental education, [advising and mentoring](#), personal counseling, and [federally funded programs](#). 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 resources@uta.edu, or view the information at <http://www.uta.edu/studentsuccess/success-programs/programs/resource-hotline.php>

The IDEAS Center (2nd 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 <https://uta.mywconline.com>. 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 2nd 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