

# MIS 6373

## Social Media and Business



### Course Information:

<b>Course</b>	MIS 6373 (MIS6373.501.21S)
<b>Course Title</b>	Social Media and Business
<b>Term</b>	<b>Fall 2021</b>
<b>Meetings</b>	Thursday 7:00 – 9:45 PM
<b>Room</b>	JSOM 1.107

### Professor Information

<b>Professor</b>	Rost Ginevich
<b>Professor's Phone</b>	
<b>Office Location</b>	By appointment / Video Appointments
<b>Email Address</b>	<a href="mailto:Rost.Ginevich@UTDallas.edu">Rost.Ginevich@UTDallas.edu</a>
<b>Email Address</b>	<a href="mailto:RGinevich@gmail.com">RGinevich@gmail.com</a>
<b>Office Hours</b>	By appointment / Video Appointments
<b>Other Information</b>	

### General Course Information

**Course Description:** MIS 6373 - Social Media Business (3 semester credit hours) Social Media represents most of the global Internet traffic and mobile apps. This course discusses the landscape of social media, processes and tools and how to leverage these environments through insightful uses of data and analytics to build a business strategy and get closer to customers. Major social media platforms are also examined along with an integrated entrepreneurial project and third-party tools. (3-0)

### Learning Outcomes

- Students should be able to link the use of social media to business and marketing strategies
- Students should be able to apply their understanding of social media to general business and marketing problems
- Students should be able to understand the diverse types of content and how to apply them in different application
- Students should be able to create meaningful, general purpose social media content and post the content to various channels

### Required Texts & Materials

- Computer. May bring to class (please respect others and turn off the volume)
- Textbook will be introduced in class and posted online
- Additional articles and other readings will be assigned through the semester (posted on eLearning)

**Texts, Readings, & Materials:**

eMarketing, The essential guide to marketing in a digital world, 6th Edition. ISBN: 978-0-620-78058-2

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**Class Materials**

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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**Classroom Conduct Requirements Related to Public Health Measures**

UT Dallas will follow the public health and safety guidelines put forth by the Centers for Disease Control and Prevention (CDC), the Texas Department of State Health Services (DSHS), and local public health agencies that are in effect at that time during the Fall 2021 semester to the extent allowed by state governance. Texas Governor Greg Abbott's Executive Order [GA-38](#) prohibits us from mandating vaccines and face coverings for UT Dallas employees, students, and members of the public on campus. However, we strongly encourage all Comets to get vaccinated and wear face coverings as recommended by the CDC. Check the [Comets United: Latest Updates webpage](#) for the latest guidance on the University's public health measures. Comets are expected to carry out [Student Safety](#) protocols in adherence to the Comet Commitment. Unvaccinated Comets will be expected to complete the [Required Daily Health Screening](#). Those students who do not comply will be referred to the Office of Community Standards and Conduct for disciplinary action under the [Student Code of Conduct – UTSP5003](#).

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**Class Attendance**

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes. Faculty have the discretion to set an attendance policy for their in-person meetings, but the absences due to COVID-19 cannot be counted against a quarantined student.

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**Class Participation**

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

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### **Class Recordings**

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.

## Academic Calendar, Assignments, and Grading:

Class	Date	Description	Assignment	Notes
<b>Class 1</b>	Aug 26	Introduction		Introductions
<b>Class 2</b>	Sep 2	Strategy / Marketing	Project 1. Part 1 Project 2. Step 1	P1P1 – Select Platform P2 – Select Team
<b>Class 3</b>	Sep 9	Execution / Content / More Content		
<b>Class 4</b>	Sep 16	Case 1 Discussion Culture / LinkedIn		
<b>Class 5</b>	Sep 23	Analytics / Tools	Project 2. Part 1	
<b>Class 6</b>	Sep 30	Alphabet / Google / YouTube	Project 1. Part 2	P1P2 – Reach
<b>Class 7</b>	Oct 7	Facebook / IG / WhatsApp Case 2 Discussion		
<b>Class 8</b>	Oct 14	Twitter / Other Platforms Test One	Test One	
<b>Class 9</b>	Oct 21	Web / Search / SEO / SEM	Project 2. Part 3.	
<b>Class 10</b>	Oct 28	Influencer Marketing / CRM / Sales	Project 1. Part 3	P1P3 – Engagement
<b>Class 11</b>	Nov 4	Customer Service / Communities		
<b>Class 12</b>	Nov 11	Lightning Round / Privacy		
<b>Class 13</b>	Nov 18	Project 2 Presentations	Project 2. Part 4. (Nov 17) Presentations	
	Nov 25	<b>No Class. Thanksgiving.</b>	Project 1. Part 4	P1P4 – Amplification
<b>Class 14</b>	Dec 2	Project Debrief International Platforms Future of SM / Digital Topics		Review of projects
	Dec 9	<b>Finals week</b>		

## Grading:

Component	Points	Subtotal %	Total	Notes
<b>Participation</b>			4%	
Attendance / Participation / Discussions	50	4		Showing up is important. So is participating...

<b>Projects</b>			83%	
Project 1	400	33		Learning by doing; clear answers to questions;
Project 2	400	33		
Case(s)	200	17		Clear analysis is key
<b>Tests</b>			13%	
Test One (~Midterm)	150	13		Tests will be essay not multiple choice
<b>TOTAL</b>			100%	

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**Course Policies Grading (credit) Criteria:** UT Dallas grading criteria can be found here:

<http://catalog.utdallas.edu/2017/graduate/policies/grades#grades-and-grade-point-average>

Final grades posted as a number into eLearning.

**Make-up Exams:** If an exam is missed due to an excused absence, arrangements for a makeup exam will be made with each individual student.

**Extra Credit:** Extra Credit assignment opportunities will not be provided this semester.

**Late Work:** Assignments can be turned late. Late assignments automatically lose 20% of the available credit, assignments late over 24 hours will lose at least 50% of the available credit

**Special Assignments:** None

**Class Attendance:** Students are responsible for all material covered and administrative changes, covered in class. If you miss a class, follow up with a peer to understand what was missed and meet with the instructor to resolve any confusion.

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### **Classroom Citizenship**

eLearning will be used for class content (e.g., class slides and assignment descriptions) and the recording of grades. Slides and other class materials will be posted after class is held. Class announcements (e.g., change in assignment dates) will be posted in the eLearning Announcements. It is the students' responsibility to regularly check the announcements (typically by having the announcement automatically forwarded to their email accounts).

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### **Comet Creed**

*This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:*

*"As a Comet, I pledge honesty, integrity, and service in all that I do."*

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### **Academic Support Resources**

The information contained in the following link lists the University's academic support resources for all students.

Please see <http://go.utdallas.edu/academic-support-resources>.

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### **UT Dallas Syllabus Policies and Procedures**

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.*

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## COVID-19 Guidelines and Resources

The following guidelines and resources outline expectations for students and instructors of record during the Fall 2021 semester.

### Instructor Resources

#### Syllabi Language for Faculty: Masks and Vaccinations

For faculty who would like to include information in your syllabus about the university's policy on masks and vaccinations, you may use the developed language shown below. The inclusion of this language in your syllabus is not required and is at the discretion of the instructor of record. Please remember that Texas Governor Greg Abbott's Executive Order [GA-38](#) prohibits us from mandating vaccines and face coverings for UT Dallas employees, students and members of the public on our campus. However, we strongly encourage all Comets to get vaccinated and wear face coverings as recommended by the CDC. The University of Texas at Dallas (UT Dallas) will continue to share more information and guidance as we get closer to the fall semester.

**Classroom Safety and COVID-19** To help preserve the University's in-person learning environment, UT Dallas recommends the following:

Adhere to the University's [CDC Updated Guidelines](#) issued on July 30, 2021. All Comets are strongly encouraged to wear face coverings indoors regardless of vaccination status. Please note this represents a change in the [campus guidance](#) issued on May 20, 2021.

#### Accommodations for Students Who Miss Class for Reasons Unrelated to COVID-19

Individual faculty maintain their discretion on whether and how to accommodate student absences unrelated to COVID-19.

#### Accommodations for Students Who Must Isolate or Quarantine Due to COVID-19

To keep the UT Dallas community as safe as possible, the University requires students who test positive for COVID-19 or who are close contacts as determined by the campus contact tracing program to isolate or quarantine as applicable. Faculty will be notified by the Dean of Students' Office if a student in their class has been required to isolate (positive case) or quarantine

(exposed). Faculty must make lectures available for those students during the period the students must isolate or quarantine. Faculty who need assistance with providing these students access to course content can contact the eLearning Team at [elearning@utdallas.edu](mailto:elearning@utdallas.edu). Faculty have the discretion to set an attendance policy for their in-person meetings, but the absences due to COVID-19 cannot be counted against an isolated or quarantined student.

### **Verifying COVID-19 Isolations or Quarantines**

Students need to self-report COVID-19 positive results or exposures via an [online form](#) so that university campus tracers can verify, record, and take necessary campus precautions. When faculty are notified by students rather than by the Dean of Students' Office that the students are isolating or quarantining, the faculty should remind students to self-report via the form; students should not attend class until cleared by campus tracers.

Vaccinations are widely available, free and not billed to health insurance. The vaccine will help protect against the transmission of the virus to others and reduce serious symptoms in those who are vaccinated. You are encouraged to [get a COVID-19 vaccine](#) and register your vaccination status through the [voluntary vaccine report form](#).

Proactive Community Testing remains an important part of the university's efforts to protect our community. Tests are fast and free. Please check the [Comets United](#) webpage for additional information.

[Student Safety](#) remains an important part of the UT Dallas' efforts to protect our community. All students will adhere to the Comet Commitment. Unvaccinated Comets will be expected to complete the mandatory [Required Daily Health Screening](#). Those students who do not comply will be referred to the Office of Community Standards and Conduct for disciplinary action under the [Student Code of Conduct – UTSP5003](#). All students are encouraged to read the [Recommendations for Students Returning to Campus](#) issued on August 2, 2021.

Visit [Comets United webpage](#) to obtain the latest information on the University's guidance and resources for campus health and safety.

[Previous Campus Communications](#): a list of university announcements made in 2020-2021.



[Registrar's Intranet](#): please log in with your UTD NetID and password to access this site. Information that faculty need about grading, scheduling, and other essential aspects of our responsibilities related to teaching are made available and updated regularly in the Registrar's Intranet. This source of information can only be accessed by logging in with your UTD NetID and password. Many important faculty questions are answered here, and this is information that faculty members are expected to know and understand.

[FERPA Guidelines](#): you will be asked to log in before you access the FERPA Guidelines webpage on the Registrar's Intranet. If faculty have additional questions about FERPA guidance, please contact the Office of the Registrar at [records@utdallas.edu](mailto:records@utdallas.edu) for the proper student consent forms and further instructions.

[Honorlock](#): Online proctoring tool will be available for fully online courses and for classes with enrolled international students who are not yet in the United States.

[UT System Resources for Creating Accessible Course Content](#): designed to assist faculty with developing course content

## **Student Resources**

Students who have tested positive for COVID-19 or may have been exposed should not attend class in person and should instead follow required disclosure notifications as posted on the university's website (see "[What should I do if I become sick?](#)")

## **COVID-19 Resources**

[Comets United webpage](#): check frequently

[FAQ](#): check out the FAQs and reach out to your instructor or academic advisor if answers are not included

[Student Resources](#): a variety of resources are available to help students to obtain counseling, health care, and academic support.