

Course Syllabus – Spring 2025

Course Information

<i>Course Number/Section</i>	MKT4334.001
<i>Course Title</i>	Social Media Marketing
<i>Term</i>	Spring 2025
<i>Location</i>	JSOM 2.804
<i>Time</i>	Tuesday & Thursday (1:00pm - 2:15pm)

Professor Contact Information

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<i>Professor</i>	Parneet Pahwa
<i>Office Phone</i>	972-883-5042
<i>Other Phone</i>	MS Teams
<i>Email Address</i>	Parneet.Pahwa@utdallas.edu
<i>Office Location</i>	JSOM II 13.308
<i>Office Hours</i>	Wednesday 11:00AM-Noon (MS Teams)
<i>Other Information</i>	http://elearning.utdallas.edu

Note: state time/day and how office hours will be held, e.g. BlackBoard Collaborate, MS Teams, or WebEx (add appropriate links) and/or phone call – optional; please ensure student's identity in adherence to FERPA

Course Pre-requisites, Co-requisites, and/or Other Restrictions

MKT 3300

Course Description

This course teaches special considerations in social media market concepts, research, consumer behavior and segmentation as well as how to develop a sound social media strategy (content curation) and content management on various platforms. The course will also familiarize students with best practices, case studies and tactical considerations using current popular platforms such as Facebook, Instagram, Youtube, Tiktok, and others. The metrics of social media will also be covered using both the tools provided by these platforms as well as by third party tools such as Google Analytics.

This course will also cover social media networking and innovation, social media marketing strategies and implementation, social media data gathering and analysis, and ethical issues in social media. Strong emphasis placed on the acquisition and demonstration of social media skills, including developing a social media marketing plan for a new product/service/idea (group project on 2-3 different social media platforms), and tracking and analyzing the social media marketing efforts of a large corporation (individual project).

Student Learning Objectives/Outcomes

Lecture slides, assignments, additional readings, Midterm 1 and Final exam grades, and announcements will be posted on eLearning. Students are also expected to submit their assignments, group projects, and peer evaluations on eLearning. During the course, we will also be using various social media platforms, such as Facebook, Tiktok, YouTube, Instagram, and blogs, to share information and collect data.

Other required readings will be posted or linked to on eLearning.

Required Textbooks and Materials

Required Texts

1. Barker, M., D. Barker, N. F. Borman and K. E. Neher. **Social Media Marketing – A Strategic Approach** (Second Edition), Cengage Learning, ISBN: 978-1-305-50275-8
2. Social Media Marketing Workbook 2022 by Jason McDonald. ISBN 9781539598145. Publisher – CreateSpace Independent Publishing Platform

Textbooks and some other bookstore materials can be ordered online or purchased at the [UT Dallas Bookstore](#).

Suggested Course Materials

Suggested Readings/Texts

1. Social Media Marketing by Tracy L. Michael R. Solomon. Sage. ISBN 987-1-5264-2386-3
2. Blanchard, Olivier. **Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization**. Que Publishing. ISBN: 978-0789747419.
3. Handley, Ann and C.C. Chapman. **Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business**. John Wiley & Sons, Inc. ISBN: 978-1118232606.
4. Rob Garner

Exams, Assignments & Academic Calendar

Exams

There will be two exams in this course:

Midterm (15% of final grade)

- Date: March 6th
- Format: In-class, closed book
- Coverage: Chapters 1-4

Final Exam (15% of final grade)

- Date: May 8th
- Format: In-class, closed book
- Coverage: Chapters 7-11 & 13

Both exams combined account for 30% of the final course grade

Individual Project (25% of Final Grade)

The individual project requires students to monitor and analyze a well-known brand's social media presence throughout the semester. The project consists of three components:

Proposal (5 points)

Students should submit a proposal that includes:

- Company background
- Overview of social media presence across platforms (Facebook, X, etc.)
- Key metrics (follower count, posting frequency)
- Target market analysis

Project Update (10 points)

Students will track and analyze:

- Social media activities across platforms
- Content and campaign strategies
- Marketing approaches
- Provide detailed analysis and critique

Students should comprehensively document the brand's social media marketing strategies, analyzing effectiveness and providing informed critique based on their semester-long observations.

Final Presentation (15 points)

Deliver a 5-minute presentation covering:

- All elements from the proposal and project update
- Target market analysis for each platform
- Social media marketing campaign analysis
- Content and posting strategies
- Customer engagement and responses
- Key performance metrics
- Personal analysis/critique and recommendations
- Visual elements (screen captures, tables, figures)

Group Project

Team Formation

- Groups of 4-5 students formed during first class
- Students must register groups via eLearning signup sheet

Project Overview

Each group will develop a comprehensive social media marketing plan for a new company (original product/service), focusing on 2-3 social media platforms covered in the course.

Marketing Plan Structure

1. Executive Summary
2. Company and Industry Overview
3. Social Media Audit
4. Listening/Competitive Analysis
5. Goals & Objectives
6. Strategies
7. Target Market/Personas
8. Tools
- 9. Platforms**
10. Implementation
 - Platform-Specific Tactics and Tools
 - Facebook
 - YouTube
 - Instagram
 - TikTok
11. Content Development
12. Monitoring
 - Tracking
 - Measuring
 - Evaluating
13. Budget
14. Return on Investment

Platform Research Requirements

Using the Social Media Marketing Workbook 2022 (Jason McDonald), groups will:

Research Phase

- Evaluate customer presence on platform
- Analyze competitor presence
- Identify successful companies to benchmark

Business Profile Development

- Create profile picture
- Write bio description
- Include contact information
- Develop initial posts

Strategic Planning

- Design content marketing strategy
- Create business profile promotion plan
- Establish effectiveness metrics

Deliverables

- Group presentation
- Final report submission (Complete social media marketing plan)

Peer Evaluation

- Due by May 15th
- Each member evaluates all other team members

- Individual grades weighted by peer evaluation scores
- Evaluation form available on eLearning

Note: Sample social media marketing plans & presentations are available on eLearning for reference

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

Academic Schedule

DATE S	TOPIC/LECTURE	READING	ASSESSMENT / ACTIVITY	DUE DATE
21-Jan 23-Jan	Syllabus & Introduction to Social Media Marketing	Ch. 1		
28-Jan 30-Jan	Goals & Strategies Discussion	Ch. 2	Groups assigned	28-Jan
4-Feb 6-Feb	Identifying Target Audiences	Ch. 3	Individual proposal due	4-Feb
11-Feb 13-Feb 18-Feb	Rules of Engagement for Social Media	Ch. 4	Decide on a company/ business for the Group Project. In class time (https://www.jm-seo.org/workbooks/smm-wkbk-2022-mat/#worksheets)	13-Feb
20-Feb 25-Feb	Facebook		Facebook Worksheet (In class group discussion)	

27-Feb 4-Mar	Instagram		Instagram Worksheets (In class group discussion)	
6-Mar	Midterm 1	Chapters 1-4	In-class Regular class time	
11-Mar 13-Mar	TikTok		TikTok Worksheets (In class group discussion)	
25-Mar 27-Mar	YouTube		YouTube Worksheets (In class group discussion)	
1-Apr 3-Apr	Content Creation	Chapters 7-11	Individual Update Due	3-Apr
8-Apr 10-Apr	Social Media Monitoring	Ch. 13		
15-Apr 17-Apr	Individual Presentations		Individual Presentations Due	15-Apr (noon)
22-Apr 24-Apr	Individual Presentations			
29-Apr 1-May	Final presentations		Presentations & worksheets due	29-Apr
6-May	Final presentations & Exam review			
8-May	Final Exam (In class)	Chapters 7-11&13		
			Final Report Due & Peer evaluations (Due May 15 th)	

Proctored Final Exam Procedures

If your course has a proctored exam requirement, please see the [UTD Testing Center](#) webpage and [Distance Learning Proctored Exams](#) webpage to make arrangements.

Grading Policy

Midterm	15 points
Final	15 points
Individual Project Proposal	5 points
Individual Project Update	10 points
Individual Project Final Presentation	10 points
Group Project Presentation	15 points
Group Project Report	20 points
Attendance and Participation	5 points
Peer Evaluation	5 points

Total Points	Letter Grade
100-98	A+
97-93	A
92-90	A-
89-87	B+
86-83	B
82-80	B-
79-77	C+
76-73	C
72-70	C-
69-67	D+
66-63	D
62-60	D-
<60	F

Course & Instructor Policies

Make-up exams

You are required to take each exam. A make-up exam is only permitted with a written doctor's excuse or under an extreme personal situation. If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please let me know IMMEDIATELY. I will make

every effort to schedule a make-up exam. Notification of needing to miss an exam must be given prior to the exam.

Extra Credit

Late Work

Not Accepted unless there's a valid reason

Class Participation

Classroom Citizenship

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](#).

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.

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.

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](#).

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](#).

NOTE: if the instructor records any part of the course, then the instructor will need to add the following syllabus statement:

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.

Off-campus Instruction and Course Activities

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.”

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>.

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.

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