

Course Information

Course Number/Section	MKT4334.5U1.25U
Course Title	Social Media Marketing
Term	Summer 2025
Location	JSOM 12.202
Time	Wednesdays 6PM – 9:45PM

Professor Contact Information

Professor	Zayd Mabruk
Email Address	Zayd.Mabruk@utdallas.edu
Office Hours	By Appointment, MS Teams
Other Information	http://elearning.utdallas.edu

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

Prerequisite: MKT 3300

Course Description

This course focuses on special considerations in social media market research, consumer behavior, and segmentation as well as developing a sound social media strategy (content curation) and content management. The course also familiarizes students with best practices, case studies, and tactical considerations using current popular platforms, YouTube, and others. The metrics of social media will also be covered using both the tools provided by these platforms and third-party tools.

This course will also cover social media marketing strategies, social media data gathering and analysis, and ethical issues in social media. Strong emphasis will be placed on the demonstration of social media skills, including developing a social media influencer marketing plan as part of a group project, and tracking and analyzing the social media marketing efforts of a large company (individual project).

Student Learning Objectives/Outcomes

The objective of this course is to expose you to social media marketing mainly from a business and influencer context. By the end of this course, students will have had the opportunity to:

1. Define and appraise key components of a social media marketing strategy and plan
2. Learn how to assess, using best practices, social media campaigns and the associated metrics, data gathering processes, and varying third-party tools
3. Discriminate between some of best practices and platforms in social media marketing, and build an influencer marketing plan

Lecture slides, assignments, grades, and announcements will be posted on eLearning. Students will submit assignments on eLearning.

Required Textbooks and Materials

1. **Social Media Marketing: A Strategic Approach , 3rd Edition.** Cengage Learning.
Debra Zahay; Mary Lou Roberts; Janna Parker; Donald I. Barker; Melissa S. Barker.
ISBN-13: 978-0-357-51618-8

Subscribe to: <http://www.searchengineland.com/> AND www.socialmediaexaminer.com

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 Workbook: How to Use Social Media for Business** (2024 Marketing - Social Media, SEO, & Online Ads Books). ISBN-13: 979-8871228586
2. Blanchard, Olivier. **Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization.** Que Publishing. ISBN: 978-0789747419.

Grading Policy

Exam 1	25 points
Exam 2	25 points
Individual Project Proposal	10 points
Individual Project Report/Presentation	15 points
Group Project Presentation	10 points
Group Project Report	15 points
Peer Evaluation Factored into Group Project Grade (See section)	

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

Tentative Schedule (Subject to Change)

WEEK/DATE	TOPIC/LECTURE	READING	REQUIRED ASSESSMENT / ACTIVITY	DUE DATE
1 June 4	Introduction to Social Media Marketing Goals & Strategies Discussion	Ch. 1, Ch. 2	Groups assigned MS Teams Set Up	June 4
2 June 11	Identifying Target Audiences Rules of Engagement for Social Media Exam 1 review Ch. 1-4	Ch. 3, Ch. 4	Individual proposal due. Company/ business selection for the Group Project due.	June 11
3 June 18	Exam 1 Social media platforms more generally, and paid social/influencers	Ch. 1-4 Ch. 5, Ch. 6	In-class, regular class time.	
4 June 25	Q&A on individual presentations Individual Project Working Session			
5 July 2	Content Creation, Visual Storytelling, Content Marketing	Ch. 7-9		
6 July 9	Virtual Communities, Mobile Marketing	Ch. 10-11		
7 July 16	Q&A on group presentations Group Presentation Working Session			
8 July 23	Social Media Monitoring and Management Tools Exam 2 Review Ch. 7-12	Ch. 12		
9 July 30	Individual presentations		Individual report and presentations due	July 23, 9AM
10 August 6	Final group presentations		Final group reports and presentations due Peer evaluations due	August 6, 9AM
11 August 13	Exam 2	Ch. 7-12	In-class, regular class time	

Exams, Project Details, Peer Evaluations

Exams (two exams, 50% of the final grade)

There will be two exams **in class and closed book**. Exams dates and material tested are mentioned in the course schedule. Format of the exams will be covered in exam reviews.

Individual Project (25% of the final grade)

Students will be given a prompt that will mimic a company problem. You will play the role of a consulting firm specializing in social media, or a social media team at a company. Your goal is to provide recommendations and an approach to solving problems within the prompt.

Students need to follow the social media accounts of a brand fitting the prompt criteria, keep track of the brand's social presence and data points throughout the semester, and submit a proposal, and a final report and presentation (see schedule for the due dates). The proposal is worth 10 points and the final report and presentation is worth 15 points total.

- **The proposal** – provide a description of the company's background/social media presence on social platforms, and approach for solving problems in the prompt.
- **Final report and final presentation** – capture data related to social media platforms the brand has a presence on. Summarize the brand's background, and social media marketing strategies/campaigns/posts. Prepare a 5-minute **final presentation** serving as a summary of the proposal and final report.

Group Project (25% of the final grade)

Students will form groups during the first class. Each group will be given a prompt focusing on influencer marketing, mimicking a problem a company might face, and is asking you for solutions. Students will choose a brand fitting the criteria of the prompt, and will be responsible for submitting a recommended influencer marketing plan based on 2-3 social media platforms covered in this course. Students will be expected to:

- Research
 - The company and influencer strategies
 - Target audiences and social presence
 - Competitor influencer marketing campaigns
- Recommend
 - Methods for determining influencers
 - Which influencers might be helpful
 - How to engage influencers
 - How influencers fit into strategy
 - KPIs that can be tracked

The deliverable is a recommended influencer marketing plan for each platform you choose based on the above criteria, worth 15 points. Your group will prepare a presentation of your recommended plan worth 10 points, and submit the final report on dates mentioned in the schedule. Presentations are to be at most 15 minutes per presentation, and 5 additional minutes for Q&A.

Peer Evaluations (factor into group project grade)

Each group member must submit a confidential peer evaluation for all of the other group members. The peer evaluation form will be posted on eLearning and must be completed and submitted by the due date. Each student's group project grade will be weighted by the peer evaluation score given by the other group members. If there are major issues uncovered in peer evaluation feedback, **such as a member not contributing at all to the project, this can result in a failure in the group project, resulting in 25% loss in your final grade.**

Students will provide a peer evaluation rating based on the following scale for EACH group member. These scores will be averaged and rounded UP.

- **5** (No issues) – **no point deduction.**
- **4** (Very slight issues) – Quality of work and participation could have been marginally better. This will result in a **5% reduction on the project.**
- **3** (Some issues) – Quality of work and participation could have been better. This will result in a **10% reduction on the project.**
- **2** (Significant issues) – Lack of contribution, missing team meetings, etc. This will result in a **25% reduction on the project.**
- **1** (Major issues) – Did not contribute at all. Will receive a **ZERO on the project.**

Example peer evaluation calculation

If your team scores 23/25 points on the group project:

- A peer evaluation average score of 5, will result in you making the 23/25 points.
- A peer evaluation score of 4, will result in 21.85/25 points.
- A peer evaluation score of 3 will result in a 20.7/25 points.
- A peer evaluation score of 2 will result in a 17.25/25 points.
- A peer evaluation score of 1 will result in 0/25 points on the project.

Course & Instructor Policies

1. Late work is not accepted unless there's a valid reason.
2. Class participation and attendance required.
3. **NO make-up or alternate exams** except in valid circumstances, with proof.

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](#).

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.

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.

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 Accessibility 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 Accessibility 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.

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