

	Course	MKT 4334.5U1 – Social Media Marketing
	Term	Summer 2016
	Instructor	Carol Miu
	Time	Wednesdays, 6:00-10:00PM
	Classroom	JSOM 2.107

INSTRUCTOR'S CONTACT INFORMATION

Email	carol.miu@utdallas.edu
Office	JSOM 13.323
Office Hours	Wednesdays, 10:00-11:00PM, or by appointment

COURSE INFORMATION

MKT 4334 Social Media Marketing (*3 semester hours*) This course teaches special considerations in social media market research, consumer behavior and segmentation as well as how to develop a sound social media strategy (content curation) and content management (HootSuite, WordPress). The course will also familiarize students with best practices, case studies and tactical considerations using current popular platforms such as Facebook, Google+, Instagram, Pinterest, Twitter, WordPress, YouTube 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 NetBase, Mutual Minds, Vocus, TweetStats, etc.

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 campaign for a local or on-campus entity (group project), and tracking and analyzing the social media marketing efforts of a large corporation (individual project). Guest speakers will deliver lectures on for-profit and nonprofit social media marketing.

Student Learning Objectives/Outcomes

Upon completion of the course, students will be able to understand/define/apply/implement:

- Content creation/curation/management
- Social Media ROI
- Social Media Analytics

COURSE WEBSITE

<http://elearning.utdallas.edu>

Lecture slides, assignments, additional readings, grades, and announcements will be posted on eLearning. Students are also expected to submit their homework, group projects, and peer evaluations on eLearning.

TEXTBOOKS

1. Blanchard, Olivier. **Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization**. Que Publishing. ISBN: 978-0789747419.

2. 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.

SCHEDULE

Date	Agenda	Readings	Assignment Due
Wednesday, May 25, 2016	Course Overview Introduction to Social Media Marketing Social Media Technologies and Platforms	Lecture #1 Slides; SMROI Foreword, Chapter 4, Chapter 9 pp. 113-119; CR Chapters 1-3	
Wednesday, June 1, 2016	Social Media Networking and Innovation Individual Project Update #1	Lecture #2 Slides; SMROI Chapters 1-2; CR Chapters 11, 12, 13, 14, 15, 17, 18	Individual Project Update #1 Group Member List
Wednesday, June 8, 2016	Group Project Proposals Social Media Content	Lecture #3 Slides and Materials Posted on eLearning; CR Chapters 4-7, 29	Group Project Proposal
Wednesday, June 15, 2016	Social Media Marketing Strategies Individual Project Update #2	Lecture #4 Slides; SMROI Chapters 10-13; CR Chapters 8-9, 19-28	Individual Project Update #2
Wednesday, June 22, 2016	Midterm Exam		
Wednesday, June 29, 2016	Social Media Analytics Individual Project Update #3	Lecture #5 Slides and Materials Posted on eLearning; SMROI Chapter 3; CR Chapter 24	Individual Project Update #3
Wednesday, July 6, 2016	Social Media Analytics	Lecture #6 Slides; SMROI Chapters 14-17	
Wednesday, July 13, 2016	Guest Speaker: Individual Project Update #4		Individual Project Update #4
Wednesday, July 20, 2016	Social Media ROI	Lecture #7 Slides	
Wednesday, July 27, 2016	Ethics in Social Media Individual Project Update #5	Lecture #8 Slides; SMROI Chapters 5-9	Individual Project Update #5
Wednesday, August 3, 2016	Group Project Presentations		Group Projects, Peer Evaluations
Wednesday, August 10, 2016	Final Exam		

ATTENDANCE

Attendance is mandatory. Students are expected to be punctual, to stay for the entire duration of each lecture, and to participate meaningfully in class discussions. Attendance and class participation constitute **15%** of the final grade.

EXAMS

There will be two exams in this course. The Midterm Exam will be administered on Wednesday, June 22, during normal class time. The Final Exam will be administered on Wednesday, August 10, during normal class time. The Midterm Exam will be worth **10%** of the overall course grade and the Final Exam will be worth **15%** of the overall course grade.

ASSIGNMENTS

Individual Project

The individual project presentations and updates will comprise **30%** of the final grade. Students will follow the social media accounts of a well-known brand. Students are responsible for continuously

keeping track of the brand's social media presence throughout the semester. Each of the five written individual project updates is worth 5 points and will consist of a report on the recent social media activity of the student's chosen brand, since the previous update. Update reports should be 2 to 5 pages, **including** any screen captures, tables, or figures; the format should be 12-point font, single-spaced, with 1" margins on all four sides of the page. Each update report will consist of a summary of the brand's social media marketing campaigns, social media posts, customer responses, and the student's own opinion and analysis. Please see the schedule for due dates for each of the five update reports. Update reports are due at 5:30 PM on the listed date. There will be no credit given for late assignments. Individual project presentations will occur on the same dates as the due dates of each of the 5 update reports. Each student will spend approximately 5 minutes giving the class an overview of the social media activity of their brand.

Group Project

Group projects are worth **30%** of the final grade. The group project will consist of a presentation (**15%**) and a research paper (**15%**). Each group will create a social media marketing campaign for a company or brand. The project will include background information, data collection and analysis, and a detailed social media strategy. More details will be included in the group project assignment to be distributed during the first class meeting.

Students will form groups of 4-5 during the first class meeting on Wednesday, May 25. Each group will notify the instructor by email on or before Wednesday, June 1 as to which students are in the group. Groups will present their initial project proposals during regular class time Wednesday, June 8. The purpose of the project proposal is for groups to receive feedback from the instructor as to whether they are on the right track with their projects. This will serve to improve the quality (and thus the grades) of the group projects.

Groups will present their final projects during regular class time on Wednesday, August 3. **Presentation slides and group project papers are to be submitted on eLearning no later than 5:30 PM on August 3.** No credit will be given for late group projects. Each group member must submit a peer evaluation for all of the other group members. The peer evaluation form will be posted on eLearning and must be completed and submitted on or before August 3. Each student's group project paper and presentation grades will be weighted by the peer evaluation score given to him/her by the other group members.

GRADING POLICY

Midterm Exam	10 points
Final Exam	15 points
Individual Project Presentations	5 points
Individual Project Update #1	5 points
Individual Project Update #2	5 points
Individual Project Update #3	5 points
Individual Project Update #4	5 points
Individual Project Update #5	5 points
Group Project Presentation	15 points
Group Project Paper	15 points
Attendance and Participation	15 points
Peer Evaluation	1 point
Total Points	101 points

Please note that final grades may be curved at the discretion of the instructor.

Total Points	Letter Grade
101-98	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

The aforementioned descriptions and timelines are subject to change at the discretion of the instructor.

UNIVERSITY POLICIES

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year. The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391). A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work. Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings. Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with

under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's UT Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*. In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union.

Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22

PO Box 830688

Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance. It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated. The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment. If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Off-Campus Instruction and Course Activities

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean.

(http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm)