

	Course	MKT 4334.001 – Social Media Marketing
	Term	Fall 2016
	Instructor	Carol Miu
	Time	Wednesdays, 1:00-3:45PM
	Classroom	JSOM 2.904

INSTRUCTOR'S CONTACT INFORMATION

Email	carol.miu@utdallas.edu
Office	JSOM 13.323
Office Hours	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. During the course, we will also be using various social media platforms, such as Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, Instagram, Kickstarter, Crowdrise, Reddit, and blogs, to share information and collect data.

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.

Other required readings will be posted or linked on eLearning.

SCHEDULE

Date	Agenda	Readings	Assignment Due
Wednesday August 24, 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, August 31, 2016	Social Media Networking and Innovation	Lecture #2 Slides; SMROI Chapters 1-2; CR Chapters 11, 12, 13, 14, 15, 17, 18	Individual Project Update #1
Wednesday, September 7, 2016	Social Media Content	Lecture #3 Slides and Materials Posted on eLearning; CR Chapters 4-7, 29	Group Member List
Wednesday, September 14, 2016	Social Media Marketing Strategies	Lecture #4 Slides; SMROI Chapters 10-13; CR Chapters 8-9, 19-28	Individual Project Update #2
Wednesday, September 21, 2016	Midterm 1		
Wednesday, September 28, 2016	Group Project Proposals		Group Project Proposal
Wednesday, October 5, 2016	Social Media Analytics	Lecture #5 Slides and Materials Posted on eLearning; SMROI Chapter 3; CR Chapter 24	
Wednesday, October 12, 2016	Social Media Analytics	Lecture #6 Slides; SMROI Chapters 14-17	Individual Project Update #3
Wednesday, October 19, 2016	Social Media Analytics		
Wednesday, October 26, 2016	Guest Speaker		Individual Project Update #4
Wednesday, November 2, 2016	Social Media ROI	Lecture #7 Slides	
Wednesday, November 9, 2016	Ethics and Privacy in Social Media	Lecture #8 Slides; SMROI Chapters 5-9	Individual Project Update #5
Wednesday, November 16, 2016	Midterm 2		
Wednesday, November 30, 2016	Group Project Presentations		Group Projects
Wednesday, December 7, 2016	Group Project Presentations		Peer Evaluations

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. Midterm 1 will be administered on Wednesday, September 21, during normal class time. Midterm 2 will be administered on Wednesday, November 16, during normal class time. Midterm 1 will be worth **10%** of the overall course grade and Midterm 2 will be worth **15%** of the overall course grade.

ASSIGNMENTS

Individual Project

The individual project 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 6 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, including data and graphs. Please see the schedule for due dates for each of the five update reports. Update reports are due at 12:00 PM on the listed date. There will be no credit given for late assignments.

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 August 24. Each group will notify the instructor by email on or before September 7 as to which students are in the group. Groups will present their initial project proposals during regular class time on September 28. 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 November 30 and December 7. **All groups must submit their presentation slides and group project papers on eLearning no later than 12:00 PM on November 30, regardless of the presentation schedule.** 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 December 7. 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 1	10 points
Midterm 2	15 points
Individual Project Update #1	6 points
Individual Project Update #2	6 points
Individual Project Update #3	6 points
Individual Project Update #4	6 points
Individual Project Update #5	6 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.

UT Dallas Syllabus Policies and Procedures

The information below constitutes the University's policies and procedures segment of course syllabi and may be referenced by faculty members in their course syllabi.

Please use the following permanent address when referring to this page: <http://go.utdallas.edu/syllabus-policies>

Sharing Confidential Information

Students considering sharing personal information in email, in person, or within assignments or exams should be aware that faculty members and teaching/research assistants are required by UT Dallas policy

to report information about sexual misconduct to the UT Dallas Title IX Coordinator. Per university policy, faculty have been informed that they must identify the student to the UT Dallas Title IX Coordinator. Students who wish to have confidential discussions of incidents related to sexual harassment or sexual misconduct should contact the Student Counseling Center (972-883-2527 or after hours 972-UTD-TALK or 972-883-8255), the Women's Center (972-883-8255), a health care provider in the Student Health Center (972-883-2747), the clergyperson (or other legally recognized religious advisor) of their choice, or an off-campus resource (i.e., rape crisis center, doctor, psychologist). Students who are sexually assaulted, harassed, or victims of sexual misconduct, domestic violence, or stalking, are encouraged to directly report these incidents to the UT Dallas Police Department at 972-883-2222 or to the Title IX Coordinator at 972-883-2218. Additional information and resources may be found at <http://www.utdallas.edu/oiec/title-ix/resources>.

Technical Support

If you experience any issues with your UT Dallas account, contact the UT Dallas Office of Information Technology Help Desk: assist@utdallas.edu or call 972-883-2911.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. Please use this link to access the UTD eLearning Helpdesk: <http://www.utdallas.edu/elearning/eLearningHelpdesk.html>.

Field Trip Policies, Off-Campus Instruction and Course Activities

Off-campus, out-of-state, foreign instruction/travel, and course-related field trip activities are subject to state law and University policies and procedures regarding travel and risk-related activities.

Detailed information regarding this policy, in accordance to *Texas Education Code*, Section 51.950, can be accessed at the UT Dallas Policy Navigator, <http://policy.utdallas.edu/utdbp3023>, and at <http://www.utdallas.edu/administration/insurance/travel>. Additional information is available from the office of the school dean.

Student Conduct and Discipline

The University of Texas System (Regents' Rule 50101) 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 UT Dallas online catalogs (<http://catalog.utdallas.edu>).

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 Student Code of Conduct, UTDSP5003 (<http://policy.utdallas.edu/utdsp5003>). Copies of these rules and regulations are available to students in the Office of Community Standards and Conduct, where staff members are available to

assist students in interpreting the rules and regulations (SSB 4.400, 972-883-6391) and online at <https://www.utdallas.edu/conduct/>.

A student at the University neither loses their 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 its 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 demonstrates a high standard of individual honor in his or her scholastic work.

Academic Dishonesty: Academic dishonesty can occur in relation to any type of work submitted for academic credit or as a requirement for a class. It can include individual work or a group project. Academic dishonesty includes plagiarism, cheating, fabrication, and collaboration/collusion. In order to avoid academic dishonesty, it is important for students to fully understand the expectations of their professors. This is best accomplished through asking clarifying questions if an individual does not completely understand the requirements of an assignment.

Additional information related to academic dishonesty and tips on how to avoid dishonesty may be found here: <https://www.utdallas.edu/conduct/dishonesty/>.

Copyright Notice

It is the policy of the University of Texas at Dallas to adhere to the requirements of the United States Copyright Law of 1976, as amended, (*Title 17, United States Code*), including ensuring that the restrictions that apply to the reproduction of software are adhered to and that the bounds of copying permissible under the fair use doctrine are not exceeded. Copying, displaying, reproducing, or distributing copyrighted material may infringe upon the copyright owner's rights. Unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students to appropriate disciplinary action as well as civil and criminal penalties. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>. As a UT Dallas student, you are required to follow UT Dallas' copyright policy (UTDPP1043 at <http://policy.utdallas.edu/utdpp1043>) and the UT System's policy, UTS107 at <http://www.utsystem.edu/board-of-regents/policy-library/policies/uts107-use-copyrighted-materials>.

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. All official student email correspondence will be sent only to a student's UT Dallas email address and UT Dallas will only consider email requests originating from an official UT Dallas student email account. This allows the University to maintain a high degree of confidence in the identity of each individual's corresponding via email and the security of the transmitted information. The University of Texas at Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Office of Information Technology provides a method for students to have their UT Dallas mail forwarded to other email accounts. To activate a student UT Dallas computer account and forward email to another account, go to <http://netid.utdallas.edu>.

Class Attendance

Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Withdrawal from Class

The administration at UT Dallas has established deadlines for withdrawal from any course. These dates and times are published in the Comet Calendar (<http://www.utdallas.edu/calendar>) and in the Academic Calendar (<http://www.utdallas.edu/academiccalendar>). It is the student's responsibility to handle withdrawal requirements from any class. In other words, a professor or other instructor cannot drop or withdraw any student unless there is an administrative drop such as the following:

- Have not met the prerequisites for a specific course
- Have not satisfied the academic probationary requirements resulting in suspension
- Office of Community Standards and Conduct request
- Have not made appropriate tuition and fee payments
- Enrollment is in violation of academic policy
- Was not admitted for the term in which they registered

It is the student's responsibility to complete and submit the appropriate forms to the Registrar's Office and ensure that he or she will not receive a final grade of "F" in a course if he or she chooses not to attend the class after being enrolled.

Student Grievance Procedures

Procedures for student grievances are found in university policy UTDSP5005 (<http://policy.utdallas.edu/utdsp5005>). In attempting to resolve any student grievance regarding disputes over grades, application of degree plan, graduation/degree program requirements, and thesis/and dissertation committee, adviser actions and/or decisions, evaluations, and/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 originated.

Incomplete Grade Policy

As per university policy, incomplete grades may be given, at the discretion of the instructor of record for a course, when a student has completed at least 70% of the required course material but cannot complete all requirements by the end of the semester. An incomplete course grade (grade of 'I') must be completed within the time period specified by the instructor, not to exceed eight (8) weeks from the first day of the subsequent long semester. Upon completion of the required work, the symbol 'I' may be converted into a letter grade (A through F). If the grade of Incomplete is not removed by the end of the specified period, it will automatically be changed to F.

AccessAbility Services

It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with your professor and allow one week advance notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact OSA for a confidential discussion. OSA is located in the Student Services Building, SSB 3.200. They can be reached by phone at 972-883-2098, or by email at studentaccess@utdallas.edu.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities, including examinations and travel time for the observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, of the *Texas Tax Code*.

Students are encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment.

Excused students will be allowed to take missed exams or complete assignments 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 President of UT Dallas or from the President's designee. The

chief executive officer or designee must take into account the legislative intent of *Texas Education Code* 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Resources to Help You Succeed

The Office of Student Success operates the Student Success Center (SSC, <http://www.utdallas.edu/studentsuccess>), which offers assistance to students in the areas of writing, mathematics, communication, multiple science fields, reading, study skills, and other academic disciplines. These services are available through individual and small group appointments, workshops, short courses, and a variety of online and instructional technologies. All students enrolled at UT Dallas are eligible for these services.

The **Math Lab** gives short-term and semester long support for a variety of introductory and advanced mathematics courses. Students may drop in to visit with a math tutor on a regular basis. Comet card is required.

The **Writing Center** offers a collaborative learning environment for one-to-one and small group assistance with general and advanced writing assignments and overall writing skills. Scheduling an appointment is strongly recommended, but walk in appointments are possible if a tutor is available.

The **Peer Tutoring** program offers free tutoring assistance in multiple locations for many of the historically challenging undergraduate subjects at UT Dallas. Tutoring sessions, offered every weekday on a drop-in basis, are one-on-one or in a small group format. The sessions are designed to meet students' individual questions and needs related to course/subject concepts. All peer tutors are current UT Dallas students who made an A- or better in the course and have a strong faculty/staff recommendation. Students should check the Student Success Center website each semester for subject offerings and session times.

The **Peer-Led Team Learning (PLTL)** program provides an active, engaged learning experience for students who meet in small groups once a week with a Peer Leader who helps guide them through a potentially difficult gateway course. Students that attend sessions regularly typically earn a half to a whole letter grade higher than students that do not participate in the PLTL program.

Supplemental Instruction (SI) provides free, peer-facilitated weekly study sessions for students taking historically difficult courses. SI sessions encourage active, collaborative learning based on critical thinking and transferable study skills. SI leaders attend lectures, take notes, and read assigned material just like the enrolled students. Students should check the SSC website for subject and session times.

The **Communication Lab (CommLab)** offers one-on-one and group consultations where you will gain practical feedback for improving oral and group presentations.

Success Coaches are available for individual student appointments to discuss study skills, time management, note taking, test taking and preparation, and other success strategies.

The Student Success Center's main office is located in the McDermott Library Building and can be contacted by calling 972-883-6707 or by sending an email to ssc@utdallas.edu.