

Course Syllabus

Professor Sandra Pacyna
Term Summer 2019
Section MKT 4334
Class Hours Wednesday 6:00 pm – 10:00 pm
Room JSOM 2.714

Professor Contact Information

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Office Hours: Wednesday 4:00 6:00, or by appointment

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

Principles of Marketing MKT 3300

Course Description

This course focuses on special considerations in social media market research, consumer behavior and segmentation as well as how to develop a sound social media strategy. This course will also familiarize students with best practices, case studies and tactical considerations using current popular platforms such as Facebook, Instagram, Twitter, YouTube and others. Metrics of social media will also be covered using both the tools provided by these platforms as well as by third parties (i.e. HootSuite)

Required Textbooks and Materials: Purchase of Books is Optional

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 That Engage Customers and Ignite Your business. John Wiley & Sons, Inc. ISBN: 978-1118232606.
 3. McDonald, Jason. The Social Media Marketing Workbook 2019. JM Internet Group. ISBN 9781539598145
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Student Learning Objectives/Outcomes

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

1. Content creation/curation/management
2. Strategies for social media marketing
3. ROI and Social Media analytics

Assignments & Academic Calendar Tentative Schedule (subject to change at instructor discretion)

**Working Class Schedule
DIGITAL MARKETING
Summer 2019**

NOTE: *The Class Schedule can be modified at the instructor's discretion.*

Day	Date	Activities and Assignments
Wk 1	May 29	<ul style="list-style-type: none"> ○ Overview of Syllabus ○ Intro to Social Media ○ SM Networking & Innovation ○ Form Groups & start researching companies for SM campaign ○ Individual Activity: Create Google Alert for SM Topic: Due May 30 EOD
Wk 2	June 5	<ul style="list-style-type: none"> ○ Social Media Content ○ Social Media Marketing Strategies ○ Group Activity 1: Identify Personas (minimum 2) for SM campaign ○ Individual Activity 1: Take Online Quiz (30 points): Due June 11 EOD
Wk 3	June 12	<ul style="list-style-type: none"> ○ Social Media Marketing Strategies ○ Group Activity 2: Identify SM channels and engagement, Hootsuite search, 3 Ideas ○ Individual Activity 2: Curate article for your company (30 points): Due June 19 EOD
Wk 4	June 19	<ul style="list-style-type: none"> ○ Blogs, eBooks, Success Stories; Case Study ○ Group Activity 3: Suggest Content Schedule ○ Individual Activity 3: Presentations Begin for SM Topic (7 students: 50 points)
Wk 5	June 26	<ul style="list-style-type: none"> ○ Individual Activity 3: Presentations for SM Topic (5 students: 50 points) ○ Midterm
Wk 6	July 3	<ul style="list-style-type: none"> ○ Social Media Monthly Reporting/When to Post; Case Study ○ Individual Activity 3: Presentations for SM Topic (7 students: 50 points) ○ Individual Activity 4: Take Online Quiz (30 points) Due June 9 EOD
Wk 7	July 10	<ul style="list-style-type: none"> ○ Guest Speaker Jonathan Harrop: Media and Advertising Literacy ○ Social Media ROI/How Blockchain Could Affect Social Media Advertising ○ Group Activity 4: Submit Abstract, Goals for Final Presentation ○ Individual Activity 3: Presentations for SM Topic (7 students: 50 points) ○ Individual Activity 5: Time Investment Assignment (30 points): Due July 16 EOD
Wk 8	July 17	<ul style="list-style-type: none"> ○ Social Media Policies & Regulations/Happy Customers; Case Study ○ Group Activity 5: Calculate Annual Costs for SM Plan ○ Individual Activity 3: Presentations for SM Topic (7 students: 50 points) ○ Individual Activity 6: Answer Questions on Policy (30 points): Due July 23 EOD
Wk 9	July 24	<ul style="list-style-type: none"> ○ Group Presentations ○ Review for Final
Wk 10	July 31	<ul style="list-style-type: none"> ○ Final Exam

Grading Policy

The course grade will be determined by the following:

Attendance & Participation	200 points
Individual Project (5 @ 30 ea; 1 @ 50)	200 points
Group Project	200 points
Midterm	200 points
<u>Final</u>	<u>200 points</u>

Total **1,000 points**

Overall Course Total	Letter Grade
960 – 1,000 points	A+
920 - 959 points	A
900 - 919 points	A-
860 - 899 points	B+
820 - 859 points	B
800 – 819 points	B-
760 - 799 points	C+
720 - 759 points	C
700 – 719 points	C
660 – 699 points	D+
620 – 659 points	D
560 - 619 points	D-
Less than 560 points	F

Course & Instructor Policies

Midterm and Final Exams

There will be one midterm and a final exam. Any grading disputes must be submitted in writing within two weeks of the results. Grades will be posted to elearning no later one week after exam. All exams will be closed-book. They will take place at regular class times. A make-up exam is only permitted with a written doctor's excuse or under an extreme personal situation. If you have an extraordinary scheduling conflict and must miss an exam, see me BEFORE the exam and I will make an effort to schedule a make-up. Failure to give prior notification results in an automatic 15 point deduction for that exam.

Group Project

The group project will include 5 assignments (20 points each) and a presentation (100 points). Each group will create a social media marketing campaign for a company. The project will include background information, data collection and analysis, and a detailed social media strategy.

Students will form groups at our first session on Wednesday, May 29. Each group will notify me by email on or before Friday, May 31 as to which students are in the group. Groups will present

their projects in class on July 24. All presentations must be submitted via eLearning by noon on July 24 for full credit. Credit for late submissions will require a valid excuse provided before the due date, and will be subject to penalty point deductions.

Individual Project

The individual project is broken up into 6 assignments throughout the semester, 5 of which are weighted at 30 points and one at 50 points. Each student will choose a company or brand and monitor its social media presence throughout the semester. Each assignment should include a summary of the student's own opinion and analysis. Please see the schedule for the dates of each activity.

Attendance and Participation

You are encouraged to participate in class discussions by asking questions, sharing your observations, and giving examples of "marketing in action." You can participate effectively by being alert to the various marketing activities around you while shopping, watching television, surfing the internet, etc.

Regular attendance also impacts your grade; if you are not in class, you lose the opportunity to participate in class discussion and in your group assignments for that day. You are responsible for all announcements and material covered, regardless of the reason for absence.

A class attendance sign-in sheet is circulated at the beginning of each class period. It is your responsibility to make certain you have signed the attendance sheet. Although I appreciate notification of a class absence, understand that telling me you will be absent does not necessarily mean that your absence does not "count." Having tests, projects, papers, etc. in other classes is not a valid reason for class absence. Attendance when a guest speaker is invited to class is mandatory.

I expect students to conduct themselves professionally in class, just as in any business meeting. Late arrivals, leaving early, side conversations, and non-class related usage of laptop computers and/or hand-held messaging devices are rude, unprofessional, and distracting to your fellow students and Instructor. Walking in and out of class, once class has begun, is also disruptive to the learning environment. These kinds of repeated disruptions will count against your attendance score.

Attendance & participation deductions are calculated based on the following criteria:

1. It is your responsibility to sign in during class, no exceptions.
2. If you are more than 10 minutes late, it is counted as an absence, you cannot sign in after 10 minutes: NO exceptions.
3. If you leave 10 minutes before class is dismissed, it will also be counted as an absence.
4. Each absence will cost 50 points (out of the total 200 points for attendance).

5. Excused absences are considered for such things as a death in the family or being involved in an accident on your way to class. In these cases you must have a physician's note or other written proof.

6. I can at my sole discretion, add points to students who consistently provide quality participation. This is not meant to be a freebie but a reward for students who prepare for class and show an ongoing effort to learn.

Course Access and Navigation

This course was developed to heavily use a web course tool called eLearning. Students will use their UTD NetID account to login directly at <http://elearning.utdallas.edu>. Please see more details on course access and navigation information.

To get started with an eLearning course, please see the Getting Started: Student eLearning Orientation. UTD 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. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will not accept any work after the assigned due time. A hard copy of all submissions should be turned in at the beginning of the class on the due day. An electronic copy, if required, should also be submitted on the same day.

Make Up Exams	Permitted only with a written doctor's excuse or under an extreme personal situation, as detailed in the Exam section above.
Late Work	Accepted, with a penalty of 5 points per each day of lateness.
Re-Grading	For consideration of a different grade, you must submit a written request within a week after receiving the grade. Late submissions will not be accepted. Keep in mind that the entire exam will be re-graded and as a result your new and final grade for that test could be higher or lower than the original one.
Student Conduct & Discipline	<p>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.</p> <p>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,</p>

	<p>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).</p> <p>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.</p>
Academic Integrity	<p>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.</p> <p>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.</p> <p>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.</p>
Email Use	<p>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 U.T. 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 U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal</p>

	<p>of anycollege-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.</p>
<p>Student Grievance Procedures</p>	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's Handbook of Operating Procedures.</p> <p>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.</p> <p>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.</p>
<p>Incomplete Grades</p>	<p>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.</p>
<p>Disability Services</p>	<p>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.</p> <p>The contact information for the Office of Disability Services is:</p>

	<p>The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>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.</p> <p>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.</p>
<p>Religious Holy Days</p>	<p>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.</p> <p>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.</p> <p>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.</p>
<p>Off-Campus Instruction &</p>	<p>Off-campus, out-of-state, and foreign instruction and activities are</p>

Course Activities	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 http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm Additional information is available from the office of the school dean.
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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.”

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 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.