

# Marketing 331: Social Media Marketing

## Instructor Information

### **Dr. Corie Morell-Martin**

Office Location: Wetherby Admin Bldg (WAB), 155

Office Phone: 270-745-2990

Email: [corie.martin@wku.edu](mailto:corie.martin@wku.edu)

Twitter: [@WKUDocMartin](https://twitter.com/WKUDocMartin)

LinkedIn: [linkedin.com/in/coriemartin](https://www.linkedin.com/in/coriemartin)

Meeting Room: ONLINE

Meeting Days: June 4 – July 6

### Office Hours:

By appointment only please

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### Course Description:

This course will provide a broad overview of business use of online channels (including, but not limited to, social networking sites, websites, online communities, blogs) to achieve strategic marketing goals. The course will review target-marketing, communication via web-based channels, and cover topics related to success measurement of social media marketing campaigns via analytic platforms and results tracking.

### Prerequisites:

MKT 220/320

### Hours of Credit:

3 semester hours

### Course Objectives:

- 1) Students will be able to demonstrate a working knowledge of a variety of social media platforms and their use in both personal and professional settings.
- 2) Students will be able to differentiate between various demographic market segments and identify the impact of social media on various groups of consumers.
- 3) Students will be able to identify appropriate social media marketing tools to reach various groups of consumers based on industry, timing, and environment.
- 4) Students will become familiar with analytics platforms accessible through various social media and web-based outlets.

### Expected Outcomes:

By the completion of this course, students will be able to:

- Identify a wide array of social media outlets and identify those appropriate for marketing a variety of products and services based on organizational objectives
- Produce content for a variety of social media platforms and clients
- Have a basic understanding of analytics for content creation

### Method of Instruction:

Class sessions will be a combination of video lecture, chat discussion, written assignments, and social media engagement. Student participation is an integral part of the class and it is part of your grade.

### Course Materials:

#### Book

**McDonald, Jason (2018). Social Media Marketing Workbook: 2018 Edition – How to Use Social Media for Business. This textbook can be found on [Amazon](#).**

### Required Use of Social Media for Class:

#### Facebook:

I have created our class a **closed, private group on Facebook** where we will share information and ideas. **Everyone must join the group**, even if you are not presently a Facebook user. If you are going to be a social media marketer, you **MUST** be proficient in Facebook! [Join the Facebook Group](#).

#### Twitter:

I will provide readings via Twitter [@WKUDocMartin](#) using the hashtag **#WKUMKT331**. This Twitter handle is for my courses only, so please follow and I will follow back.

I encourage you to **Tweet during this course** should you have something relevant to share! **Make Twitter lists** of relevant accounts you follow or that inspire you. (I have already made you a few [@WKUDocMartin](#) to help get you started.) These can be related to marketing, social media, or perhaps they are brands that are doing a good job with social media content or engagement. It is important to **stay on top of industry news** and trends, so you will be expected to keep up in this class as well.

*Please keep all links to readings that I post as we cover them, as they will be testable material.*

#### Blogs:

For this course, you will keep a **weekly blog for reflection/journaling** and ideas, thoughts, and inspiration that strike. You may use either [Wordpress](#) or [Blogger](#) and setting up your blog will be your first homework assignment! More details to come.

#### Other Social Media:

We will discuss and use multiple types of social media during this course. I will provide details about these as we move through the course.

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### Academic Dishonesty:

There is zero tolerance for cheating or plagiarism in this class. It is expected that in all cases, students will do their own work. Cases of either plagiarism or cheating will result, at a minimum, in a failing grade for the assignment or exam where dishonesty occurred. Depending on the severity of the offense, failure in the course may result and the offense will be reported to the Marketing Department, the Gordon Ford College of Business, and to the [WKU Office of Student Conduct](#). Plagiarism and cheating includes not citing sources, or

not citing sources correctly, within your writing assignments. Student work may be checked using plagiarism detection software.

#### Evaluation:

REQUIREMENT	POINTS
Tests (Midterm/Final x 250 ea)	500
Blog (5 posts x 100 pts ea)	500
Social Media Engagement (10x25 pts ea)	250
Job Shadow/Consultation Project	500
Class Assignments (7x100 pts ea)	700
<b>TOTAL</b>	<b>2450 points</b>

#### Grading Scale:

100%-90=A      89-80=B      79-70=C      69-60=D      Below 60: F

#### Asking for Exceptions in Grades, Due Dates, or other Course Policies:

You will receive the grade you *earn* in my class. Assuming there is no error in calculations on my part, (and if you feel there is you should certainly bring it to my attention) my posted grades are final and not open to discussion/negotiation. I will post grades on Blackboard.

#### Course Requirements:

##### Tests:

Used to accomplish the following course objectives:

- Students will be able to differentiate between various demographic market segments and identify the impact of social media on various groups of consumers
- Students will be able to identify appropriate social media marketing tools to reach various groups of consumers based on industry, timing, and environment.

#### Description:

- There will be two tests given during the course.
- Tests will take place on Blackboard. They will be timed.
- Tests are open-note, but they are timed, so I encourage you to take notes during recorded lectures.
- Tests are comprised of a combination of multiple-choice questions, short answer questions, and essay questions.
- **Everything** that is being brought up in class lectures and class discussions (including potential guest speakers and student presentations), or is in the assigned readings, or is distributed as a handout is testable material, unless the instructor specifically states otherwise.
- Make-up exams may be scheduled only in cases of an emergency. Documentation needs to be provided in every instance where a make-up test is requested. There are no exceptions. If a student misses an exam without prior approval or without

appropriate documentation, that student will receive a zero for the test. Make-up exams may be presented in a different format than the class test (i.e. all essay questions, different questions etc.). Additionally, make-up exams will only be given after the entire class takes the exam.

### Individual and Group Assignments:

**Course Readings:** You will be expected to be prepared to discuss the readings that are pertinent to the topics we are covering that week. This means you will have to do some reading. You may be given articles to read which I will post in the class Facebook group, but not necessarily every week. It will be your responsibility to keep a watch on the Facebook group account and Blackboard for assignments.

**Blog Posts:** For this class you will start a blog that you will use to post weekly reflections of the course. Your blog posts are due by the Sunday of each week at 10 pm (Posted to the Facebook Group). I will give you a prompt each week to guide your thought process. There is no word limit, but I expect a thoughtful reflection of what you have learned, observed, and/or creative ways you think media can be used. You may set up a blog for free on either [Wordpress](#) or [Blogger](#). This process is FUN! Your blog can reflect your personality and can be used later for you to market YOURSELF when you are looking for an internship or job.

**Social Media Engagement:** You will be required to thoughtfully comment on a minimum of TWO classmates' blog posts each week. This is reflected as your "Social Media Engagement" grade. You will comment on the blogs they post in the Facebook group, so your comments will be on Facebook and NOT on the blogs themselves.

**Job Shadowing/Mini-Social Media Consultation Project:** Everyone in the class will complete a job shadowing/social media consultation project. You will gain experience with sourcing, creating, drafting, targeting, and measuring success of social media content with this project. Each student is required to visit the office of a social media practitioner to interview them about their position and to observe them in action. More information on this project will be provided in class. (More details later in syllabus)

**In-class Assignments:** Because the best way to learn any material is to apply it to real-world scenarios, we will spend time reviewing brand use of social media. Class assignments include social audits of businesses, content generation ideas for businesses, exploring analytics and performance indicators, etc.

### Other Course Policies:

#### Classroom Conduct:

Students will be civil and courteous to each other and to the professor or classroom visitors/guest speakers at all times. Rude or aggressive behavior, or being disrespectful to other students will not be tolerated and if this behavior continues you will be removed from the class.

**The single most important quality in a social media marketing professional is the use of sound judgment.** I expect students in my class to conduct themselves appropriately at all times. My classroom and any social media space that exists for the purpose of this course are considered inclusive, safe zones, where respect is given to everyone equally and at all times. I will not tolerate any type of phobic or belligerent behavior. My hope is that this class will give you an opportunity to grow as an individual through work with others.

### Attendance Policy:

They say, "Life is what happens when you show up." I expect you to participate. You WILL fall behind if you miss this class. I require doctors' excuses for medical absences, and proof of emergencies (family, car accident, etc.). If you know you have a specific date that you will need to be out, please make arrangements with me in advance so that we can make accommodations for your absence.

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### Course Outline

- Weekly class recordings will be released each Monday morning (in Blackboard)
- Weekly class assignments are due by Friday of each week (upload to Blackboard)
- Weekly blog post reflections and social media engagement (respond to two other blog posts other than your own each week) are due by 10 pm the Sunday following the class (posted to the class Facebook group.)
- Tests will take place on Fridays (in Blackboard)

This is a tentative schedule that is subject to change during the course. I will provide you with updated schedules as needed. If changes in exam procedure, exam data, exam coverage and the like are announced in class, you will be responsible for knowing this information whether you attended the class or not. No exceptions.

WEEK	Date	Topic / Assignment Due
		READ McDonald pgs. 5-65 for first class meeting
1	6/4	<b>BLOG POST 1 DUE: Introduction</b>
	6/4	Recording 1: Course Introduction and Overview
		Recording 2: The Rise and Importance of Social Media Marketing
		Recording 3: Content Marketing and Demographic Overview
		Recording 4: Content Timing and Relevance
	6/8	Class Assignment 1 DUE: Inventory
		Class Assignment 2 DUE: Discovery Paths
	6/10	<b>BLOG POST 2 DUE (Mission/Vision)</b>
		READ McDonald pgs. 67-117; 201-242 for week 2
2	6/11	Recording 5: Facebook Part I
		Recording 6: Facebook Part II
		Recording 7: Digital Images and Photography (by Guest Clinton Lewis)
		Recording 8: Instagram

WEEK	Date	Topic / Assignment Due
	6/15	Class Assignment 3 DUE: (Facebook Brand Comparison)
		Class Assignment 4 DUE: (Instagram Photo)
		EXERCISE: Facebook Headlines – DUE 6/15
	6/15	<b>MIDTERM EXAM (over weeks 1 and 2 only)</b>
	6/17	<b>BLOG POST 3 DUE</b>
		READ McDonald pgs. 165-198; 245-282; Articles for week 3
3	6/18	Recording 9: Twitter Part I
		Recording 10: Twitter Part II / Twitter as Listening Tool
		Recording 11: YouTube Part I
		Recording 12: YouTube Part II
		Recording 13: Snapchat (by Guest Kayla Dowdy)
	6/22	Class Assignment 5 DUE: (YouTube Inventory)
		Class Assignment 6 DUE: Snapchat
		EXERCISE: TWITTER – DUE 6/22
	6/24	<b>BLOG POST 4 DUE</b>
		READ McDonald pgs. 119-163; 285-354 for week 4
4	6/25	Recording 14: Job Shadow and Consultation Project Overview
		Recording 15: Pinterest / LinkedIn
		Recording 16: Online Reviews, Negative Posts
		Recording 17:-Making Data-Driven Decisions; Google Analytics
	6/29	Class Assignment 7: Online Reviews
	6/29	<b>JOB SHADOW CONSULTATION PROJECT DUE</b>
		<b>FINAL EXAM (over weeks 3 and 4 only)</b>
	7/1	<b>BLOG POST 5 DUE – REFLECTION</b>

## Assignment Descriptions

### Weekly Blog Posts:

Each week you will be given a prompt to get you to reflect on what you learned that week. I expect your reflections to be thoughtful and if you do reference anything you read or heard that week, you MUST properly cite it using APA style (in-text citations and bibliography). I grade thoughtful reflections, spelling and grammar.

### Job Shadowing Day:

You will shadow a social media professional to observe them in action and to interview them about their job. There are hundreds of social media practitioners on campus, so you may visit one of those individuals (I can help you determine which one), or you may choose someone else in the community. I will provide you with a set of questions and I must approve your choice before you go, they must sign off on your visit. You will complete a Social Media Consultation and Mini-Social Media Campaign for this client (see below).

### Social Media Consultation/Mini-Social Media Campaign Project

For this assignment, you will be given a choice of actual WKU campus departments or area local businesses. You will meet with personnel in your assigned department to perform a needs-assessment, social media audit, and social media consultation. Finally, you will develop a mini-targeted social media campaign based on the needs of your client.

Your campaign may include visual posts, videos, photography, event listings/promotions, and more. You must use at minimum two forms of social media.

1. It will be your responsibility to do a complete needs-assessment

(More details will be provided in class):

- Who is the primary audience? Is there more than one?
- What are the discovery paths?
- Take an inventory of the competition. What are they doing?
- What are the goals of the department and how can you help meet them?
  - o Event promotion?
  - o Increase in sales?
  - o Recruit more students?

2. Create a plan to accomplish a goal of your department.

- What media will you use?
- What frequency / timing will you use?
- What is your engagement strategy?
- What creative do you need?
- What is your deadline?

3. Create a launch / posting schedule:

- How will you handle negative comments?
- How will you handle it if it doesn't go over well?
- What is your measurement strategy?

You will gain experience with sourcing, creating, drafting, targeting, and measuring success of social media content with this project. You will work in groups of three with one person designated the project manager, one the creative manager, and one the content producer (everyone can do all of these things, but you'll find it is easier to complete these types of tasks if everyone's roles are clear from the beginning).

## Tests:

You will be given two tests, a mid-term and a final. They will include multiple-choice, short, and long essay questions. They will be timed, and open note. You will have two hours to complete the exams (see schedule for dates).

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## Questions?

If you have any questions about the syllabus or anything comes up, please email me at [corie.martin@wku.edu](mailto:corie.martin@wku.edu) - it is easiest to catch me on email. I work full-time for WKU, so I might

not respond to you immediately, but I will respond within 24 hours (typically less). You can expect return emails from me M-F between 8 am and 5 pm. I will be slower to respond on evenings and weekends.

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## Official WKU Notifications:

### Title IX Misconduct/Assault Statement

*Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and*

*Discrimination and Harassment Policy (#0.2040) at [https://wku.edu/policies/hr\\_policies/2040\\_discrimination\\_harassment\\_policy.pdf](https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf).*

*Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.*

*Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.*

### ADA Accommodation Statement

*In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.*