MKT 331:
Social Media Marketing

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OFFICE HOURS T/TH: 9:10-11:10 OR BY APPOINTMENT

"WE DON'T HAVE A CHOICE ON WHETHER WE DO SOCIAL MEDIA, THE QUESTION IS HOW WELL WE DO IT."
– ERIK QUALMAN

YOU MUST READ THIS SYLLABUS. I AM HERE TO HELP, BUT YOU ARE REPONSIBLE FOR KEEPING UP WITH ASSIGNMENTS AND DUE DATES! SEE COURSE SCHEDULE FOR DEADLINES/DUE DATES. LATE WORK IS NOT ACCEPTED.

COURSE DESCRIPTION

The use of online social media sites to achieve marketing goals, including paid and organic targeting on social media sites, increasing effectiveness of communication in social channels, content design on social channels, and designing and measuring the success of social media marketing campaigns.

COURSE OBJECTIVES

Upon course completion:

- Students will become familiar with the wide array of social media outlets.
- Students will understand the strengths and weaknesses of social media outlets and social media marketing tools.
- Students will gain experience with the many aspects of running social media marketing campaigns including content production, targeting, ad buys, scheduling, and analytics
- Students will become familiar with the marketing tools available in various popular social media channels
- Students will understand ethical issues in social media marketing

EXPECTED OUTCOMES/SKILLS ACQUIRED

- Ability to use social media advertising platforms, including how to set objectives, budget, and target content towards personas based on demographic and psychographic characteristics
- An ability to assess social media analytics to improve future performance to meet company objectives
- Organic content creation and promotion to a focused target audience
- Basic graphic design skills using Canva
- Basics of negotiating and planning influencer marketing campaigns

Pre-requisite: MKT 220, Basic Marketing Concepts

COURSE MATERIALS

Essentials of Social Media Marketing E-textbook
and Stukent Mimic Social Simulation Bundle
See info in Blackboard Welcome Announcement for how to get this bundle

Blackboard
You must be able to access Blackboard almost every day of the course. Blackboard is where course changes and announcements will be communicated.

Class Facebook Group

I will ask you to join a private Facebook group so you can post some of your work (Buzzfeed post, Canva Assignment, etc.). More instructions will be provided via Blackboard Announcement.

Course Assignments

WEEKLY QUIZZES

There are no tests in this course, but you will be asked to complete weekly quizzes at the end of your weekly readings to insure comprehension. All materials assigned for each week (including readings, video lectures, expert sessions and assignment instructions) are fair game for quizzes. Keep in mind that all quizzes are to be completed by Sunday of the week they are assigned at 11:59 p.m. Should you miss a quiz, that constitutes one of your drop scores. **I will not reopen quizzes for individual students**. You will have 10 minutes to complete each 10-question quiz . The quiz will automatically close at the time deadline. Quizzes will be located in the corresponding weekly folder on Blackboard and will be graded and posted automatically. Your best 12 scores will be counted towards your quiz grade (there is one dropped quiz)

DESIGN ASSIGNMENTS

You will have two assignments over the course of the semester designed to give you some exposure to graphic design. Canva is a free design tool that is helpful for use in creating social media visuals and videos, as well as other marketing materials. If you are more familiar with the Adobe Suite, you are welcome to use that for these assignments instead.

BUZZFEED ASSIGNMENT

To learn how to create and promote content to a target audience, each individual will create a BuzzFeed Style post, quiz, video or article, written for a specifically targeted market. The post will be designed and promoted (via organic/free means) to a well-defined audience. Students will have a minimum view requirement that will be satisfied through the marketing/ outreach plan each student develops. Students will also interpret analytics about each post in a reflection paper. More information/instructions on this assignment can be found in Blackboard in the Buzzfeed folder. Due dates are spaced throughout the semester. See the assignment details and schedule for more info.

640 points

Quizzes 240 pts

Design Assignments 50 pts

Buzzfeed 150 pts

Simulation 200 pts
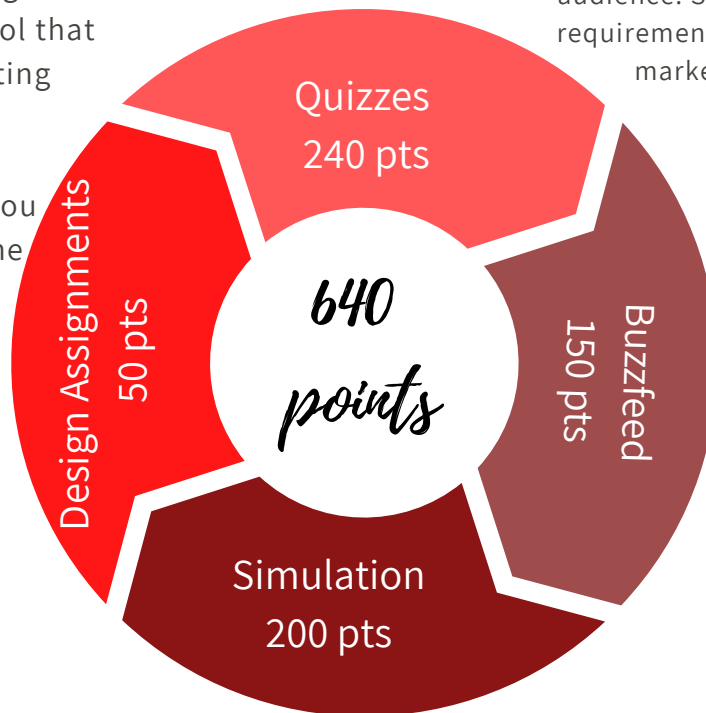
STUKENT SIMULATION

Everyone will participate in an online simulation in which you will design and execute a social media campaign for a fictional company called Buhi Bags. The online simulation is based on social media analytics from a real company called Herschel Supply, as well as massive amounts of data from major social media platforms, which provide the information for the simulations' algorithm. This simulation gives you a real feel for what it would be like to handle scheduling and budgeting content for an actual organization using a social media management tool (something like Hootsuite).

Your job in the simulation is to manage a $5,000 a week budget by selecting the content, platforms, audience, schedule and ad spend for between 7 and 12 posts per posting round. The simulation is 12 rounds total, but you will complete five total rounds for a grade (the other rounds are for practice and you can spend as much or little time on those as you wish). For every round of the simulation completed, you are provided instructions, goals, and then detailed analytics/results that you will analyze to improve future rounds. Grading takes into account your progress towards your stated goals/objectives given by your supervisor, and your effort. Each round is worth 40 points. I will provide more information/instructions on the simulation and scoring the simulation via Blackboard (see the Simulation Folder).

Course Policies

Grading Scale

A = 89.5 % or higher; B = 79.5%-89.4%; C = 69.5%-79.4%; D = 59.5%-69.4%; F = < 59.4%.

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

Rounding Figures are fixed/non-negotiable. 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 for discussion/ negotiation.

Conduct/Civility

Professional, civil communication is expected in all interactions in this course (via email, Zoom, or in-person conversations).

Blackboard

Each week, I will post a Blackboard Announcement summarizing that week's agenda. Material for that week is located in the corresponding Weekly Folder in the Content section of Blackboard, as well as in the Stukent e-book/Simulation package. Any changes to the schedule will also come via Blackboard announcement. Be sure you check Blackboard for this course several times a week!

Methods of Instruction

This online course will use a combination of reading, simulations, application projects and video/text lectures to convey the required material.

Grade Breakdown

Chapter Quizzes:
Best 12 @20 pts   **240**

Simulation
5 rounds @ 40 points   **200**

Buzzfeed
Assignment Total   **150**

Design Assignments
2@25 points   **50**
_____

Total Points   **640**

Deadlines/Due Dates

With very rare exceptions for extraordinary events, late work is not accepted. All weekly deadlines for the course are 11:59 p.m. on Sunday for that week unless an extension is granted due to unforeseen issues. Those exceptions will be announced via Blackboard.

Lobbying for Grades

You will receive the grade you earn in my class. I do not "give" grades. I will not listen to any lobbying for grade changes based on irrational reasons. These arguments are unprofessional and inappropriate. Requests for me to change your grade because you did not perform to expectations will be ignored. Individual extra credit is not available.

Plagiarism/Cheating

Cheating (not completing your own work, including using study sites for quiz answers)and plagiarism (stealing or not attributing someone else's work to them with citations) will not be tolerated. Cases of academic dishonesty will result in failure in the course.

Regular/Substantive Interaction

The U.S. Dept of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the Regular and Substantive Interaction in Online and Distance Learning webpage.

In this course, regular and substantive interaction will take place in the following ways:

- Weekly Blackboard Announcements with the week's tasks/expectations
- Individualized & detailed feedback at each stage of your semester-long Buzzfeed project & Design Assignments
- Sharing/discussing relevant and current events through our class FB group.

University Policies

Covid-19

All students are strongly encouraged to get the COVID-19 vaccine. In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

ADA Accomodations

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, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at 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.

Big Red Backpack

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes. Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:
1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: https://www.wku.edu/bigredbackpack/.
Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

Title IX

WKU is committed to supporting faculty, staff and students by upholding WKU Title IIX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct basedon 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 ike 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.

WKU Counseling Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's Counseling and Testing Center at 270-745-3159 or use their Here To Help service at https://www.wku.edu/heretohelp/heretohelpemail.php. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357

Class Schedule

Tentative Schedule. Changes in requirements or due dates will be communicated via Blackboard Announcement. A printer friendly schedule will be posted as a word doc or PDF in Blackboard in the Syllabus folder.

Week/ Topic	Weekly Assignments (All Assignments are due Sunday of each week by 11:59 p.m. unless otherwise Noted)	Chapters, Other Readings/ Supplemental Materials to View KEY: ESSM: Essentials of Social Media Marketing (e-textbook) BB: In Weekly Blackboard Folder
Week 1 Intro to Social Media 1/16	• Read Syllabus Carefully, See Intro to the Course Videos in Content Folder • Join MKT331SPRING2022 Facebook Group • Week One quiz via Blackboard (In Week One Folder) • Read Mimic Simulation Instructions and Instructions in Simulation Folder From me	Week One Materials: ESSM: Chapter 1, Intro to Social Media Marketing BB: Video Lecture: Rise of Social Media (Week One Folder) BB: Intro to Course Video (Intro Folder)
Week 2 Social Media Strategy 1/23	• Week 2 Quiz (Over Chapter 3 and Week 2 Materials) • Watch "Expert Session: Visual Content Marketing for Beginners" Via Stukent • Read BuzzFeed/Creative Post Assignment Instructions in Blackboard "Buzzfeed" folder and start brainstorming ideas for your project.	ESSM: Chapter **3** (Social Media Marketing Strategy) & Expert Session (Visual Content Marketing for Beginners) BB: Video Lecture: Social Media Segmentation, Voice, Strategy (Week 2Folder) BB: Buzzfeed Assignment Instructions (Buzzfeed folder)
Week 3 Social Media Strategy/Planning 1/30	• Week 3 Quiz • Graded Round 3 of Simulation (Organic Posting) to be completed	ESSM: Chapter 13: Social Media Marketing Campaigns BB: Read Buzzfeed Publishing Guidelines and BB: Prezi Lecture: Social Media Auditing/Tools
Week 4 Personal Branding 2/6	• Week 4 Quiz • BuzzFeed Part 1: Content Idea and Target Market Description Due via Blackboard	ESSM: Chapter 2 BB: Video Lecture: Personal Branding
Week 5 Facebook 2/13	• Week 5 Quiz • Design Assignment #1 (Oreo)	ESSM: Chapter 4 Facebook BB: Video Lecture: Facebook's Algorithm BB: Linked Article, How Facebook Algorithm works BB: Linked article, Targeting Options on FB Ad
Week 6 Facebook, Part 2 2/20	• Week 6 Quiz • Graded Round 5 of Simulation (Paid Posts) Completed	ESSM: Chapter 4 Facebook Expert Session, Golden State Warriors BB: Watch Video, Facebook Ad Tutorial
Week 7 Instagram 2/27	• Week 7 Quiz • Expert Session on Instagram Stories in Ads, Chapter 5 • Buzzfeed Part 2: Marketing Plan and Outreach Due via BB	ESSM: Chapter 5, Instagram ESSM Expert Session, Using Instagram Stories in your Marketing BB: Influencers and Instagram Reading BB: Video Instructions for Part 2, Buzzfeed
Week 8 Twitter 3/6	• Quiz, Week 8 • Graded Round 6 (Paid Posts) Completed	ESSM: Chapter 6 (Twitter) BB: Reading, Types of Twitter Ads

Class Schedule

Page 2. Tentative Schedule.

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Week 9 3/13	• Spring Break	
Week 10: Snapchat 3/20	• Week 10 Quiz • Buzzfeed Part 3: Buzzfeed Post Published and Link Submitted via Blackboard •	ESSM: Chapter 7 (Snapchat) BB: Snapchat for Business (reading)
Week 11: Pinterest 3/27	• Week 11 Quiz • Work on Promotion Plan for Buzzfeed Post • Design Assignment 2	ESSM: Chapter 8 Pinterest BB: Strategies for Marketing on Pinterest (reading)
Week 12: YouTube 4/3	• Week 12 Quiz • ESSM, Expert Session, Advancing the Buyer Journey Through Video	ESSM: Chapter 10, YouTube ESSM Expert Session: Advancing the Buyer Journey BB: Types of YouTube Ads, Video
Week 13: TikTok 4/10	• Week 13 Quiz • Buzzfeed Part 4: Buzzfeed Reflection and Results Due via Blackboard	ESSM: Chapter 11, TikTok BB: Using TikTok for Marketing
Week 14: Influencers 4/17	• Week 14 Quiz, Due Date 12/4 • Graded Simulation Round 8 (Influencer Round) due	ESSM: Chapter 14, Influencers ESSM, Expert Session: How to Grow Your Brand With Influencer Marketing BB: The Definitive Influencer Marketing Guide For even more info on influencers, watch the Expert Session: Influencer Marketing for Beginners
Week 15 Firestorms 4/24	• Week 15 Quiz	ESSM: Chapter 16 and Expert Session on Firestorms: Crisis Ready, How to Build an Invincible Brand BB: Firestorms Prezi
Finals Week 5/1	• Graded Simulation Round 9 (Influencer Offer Round) complete by Wednesday, 11:59 p.m.	