



**DR. JOANNA
MELANCON**

Office Address:
Grise Hall 412
joanna.phillips@wku.edu,
270-745-2619

**OFFICE HOURS
VIA ZOOM OR
PHONE BY
APPOINTMENT &
THURSDAY 9:30 -
11:30**

**"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.**

MKT 331: *Social Media Marketing*



SPRING 2021

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 should:

- 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

Pre-requisite: MKT 220, Basic Marketing Concepts

COURSE MATERIALS E-BOOK AND ONLINE SIMULATION

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

Blackboard

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

Facebook Group

I will ask everyone in the class to join a Facebook Group. You will be asked to post mock-ups and certain assignments here throughout the semester. The group is closed to everyone but members of this class. I may also use this platform to communicate with you about changing deadlines, etc. I will give you instructions on joining the group in Blackboard during the first week of class.

CHAPTER QUIZZES

There are no tests in this course, but you will be asked to complete chapter quizzes at the end of your weekly readings to insure comprehension. Keep in mind that you have more than ten chapters assigned for the course. You may either drop your lowest scores or skip two 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 two drop scores. I cannot reopen quizzes for individual students. You will have 10 minutes to complete each 10-question chapter quiz. Quizzes are located on the Stukent site with each chapter of the e-book. You can see your quiz scores on Stukent, but they will not automatically transfer to Blackboard. I will transfer your total quiz points to Blackboard at the end of the semester.

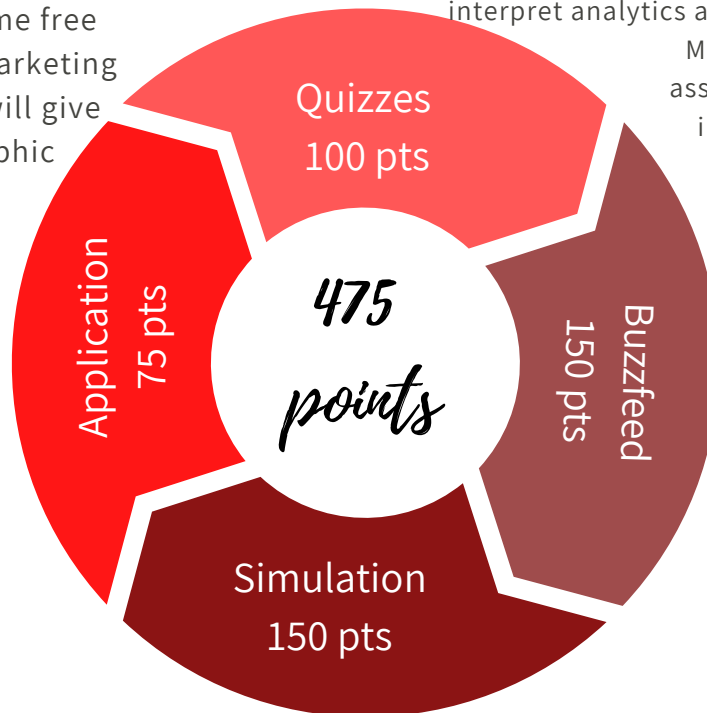
APPLICATION ASSIGNMENTS

You will occasionally have application assignments where you get experience using some free tools for social media marketing managers. These tools will give you experience with graphic design, auditing social media, researching influencers, and social media listening. These are listed in the syllabus and more instructions will be provided for each assignment in Blackboard.

Course Assignments

BUZZFEED ASSIGNMENT

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 the 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.



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. You will complete three posting rounds. For every round of the simulation completed, you are provided detailed analytics/results that you will analyze to improve future rounds. After each posting round, you are responsible for answering the analytic round questions. grading takes into account your relative standing in key metrics compared to your classmates. I will provide more information/instructions on the simulation and scoring the simulation via Blackboard (see the Simulation Folder).



Course Policies

Grade Breakdown

Chapter Quizzes:

Best 10 @ 10 pts 100

Simulation

3 rounds @ 50 points 150

Buzzfeed

Assignment 150

Application Assignments

3 @ 25 points 75

Total Points 475

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.

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

Methods of Instruction

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

Conduct/Civility

Professional, civil communication is expected in all interactions in this course (via email, Zoom, or in-person conversations). Additionally, any in-person meetings, for the time being, will require you to wear a face-mask, in accordance with university policy.

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.

Title IX

WKU is committed to supporting faculty, staff and students by upholding WKU Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040). 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 Accommodations

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.

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.

Class Schedule

Tentative Schedule. Changes in requirements or due dates will be announced via Blackboard

Week/ Topic	Weekly Assignments (All Assignments are due Sunday of each week by 11:59 p.m. unless otherwise Noted)	Chapters, BB Readings, Prezi Lectures
Week 1 (1/18-1/24) Intro to Social Media	<ul style="list-style-type: none"> Read Syllabus Carefully Join MKT331SPRING2021 Facebook Group Chapter One Quiz via Stukent Read BuzzFeed/Creative Post Assignment Instructions and Start Brainstorming Ideas Practice Round Open on Stukent Simulation (Not due until 2/14) 	ESSM: Chapter 1 BB Readings: 21 Social Media Stats Prezi: Rise of Social Media
Week 2 (1/25-1/31) Social Media Strategy	<ul style="list-style-type: none"> Chapter Three Quiz via Stukent Watch "Expert Session: Developing your Voice" Via Stukent Read Mimic Simulation Instructions and Watch Instructional Video Keep working on Buzzfeed Concept/Idea 	ESSM: Chapter 3 & Expert Session Mimic Simulation: Read Scenario and Info for Simulation and Watch Intro Video on Stukent site Prezi: Social Media Segmentation, Voice, Strategy
Week 3 (2/1-2/7) Social Media Strategy/Planning	<ul style="list-style-type: none"> Chapter 12 Quiz via Stukent Assignment 1 Due: Sentiment Analysis 	ESSM: Chapter 12 BB: Buzzfeed Publishing Guidelines Prezi: Social Media Auditing/Tools
Week 4 (2/8-2/14) Personal Branding	<ul style="list-style-type: none"> Chapter Two Quiz Via Stukent Simulation Round 1 (Posting Round) and 2 (Questions Answered) Due Via Stukent (Practice Round, but "good faith" attempt is required for full points—5-7 posts minimum, use of whole budget) 	ESSM: Chapter 2 Prezi: Personal Branding
Week 5 (2/15-2/21) Facebook	<ul style="list-style-type: none"> Chapter 4 Quiz Via Stukent BuzzFeed Part 1: Content Idea and Target Market Description Due via Blackboard 	ESSM: Chapter 4 ESSM: Chapter 16 (Facebook Section Only)
Week 6 2/22-2/28 Facebook, Part 2	<ul style="list-style-type: none"> Facebook Expert Session: World of Facebook Ads Assignment 2 Due: Facebook Audience Insights Case 	ESSM: Chapter 4 Facebook Expert Session BB: Facebook Blue Print Platform Tutorials: <ul style="list-style-type: none"> Getting Started with Facebook Pages Facebook Ads
Week 7 3/1-3/7 Instagram	<ul style="list-style-type: none"> Chapter 5 Quiz Via Stukent Simulation Round 3 and 4 	ESSM: Chapter 5 ESSM: Chapter 16 (Instagram Section) BB: Watch Canva.com Design School Tutorials: Canva for Beginners and Graphic Design Basics Prezi: Facebook



Class Schedule

Page 2. Tentative Schedule.

Week/ Topic	Weekly Assignments (All Assignments are due Sunday of each week by 11:59 p.m. unless otherwise Noted)	Chapters, BB Readings, Prezi Lectures
Week 8 3/8-3/14 Influencers	<ul style="list-style-type: none"> Chapter 13 Quiz Via Stukent Buzzfeed Part 2: Marketing Plan and Outreach Due via BB 	ESSM: Chapter 13
Week 9 (3/15-3/21) Twitter	<ul style="list-style-type: none"> Chapter 6 Quiz Via Stukent Assignment 3: Canva Assignment 	ESSM: Chapter 6 ESSM: Chapter 16 (Twitter Section)
Week 10: (3/22-3/28) Snapchat	<ul style="list-style-type: none"> Chapter 7 Quiz Via Stukent Buzzfeed Part 3: Buzzfeed Post Published and Link Submitted via Blackboard 	ESSM: Chapter 7 ESSM: Chapter 16 (Snapchat Section)
Week 11: (3/29-4/4) Pinterest	<ul style="list-style-type: none"> Chapter 8 Quiz via Stukent Work on Promotion Plan for Buzzfeed Post 	ESSM: Chapter 8 ESSM: Chapter 16 (Pinterest Section)
Week 12: (4/5-4/11) LinkedIn	<ul style="list-style-type: none"> Chapter 9 Quiz Via Stukent Simulation Round 5/6 	ESSM: Chapter 9 ESSM: Chapter 16 (LinkedIn Section)
Week 13: (4/12-4/18) YouTube	<ul style="list-style-type: none"> Chapter 10 Quiz Buzzfeed Part 4: Buzzfeed Reflection and Results Due via Blackboard 	ESSM: Chapter 10 ESSM: Chapter 16 (YouTube Section)
Week 14: 4/19-4/25) Storms and Crisis Management	<ul style="list-style-type: none"> Chapter 15 Quiz Via Stukent 	ESSM: Chapter 15 and Expert Session
Finals Week 4/26-4/30	For my class, at least, rest.	

