

Marketing 331—Social Media Marketing
Winter 2023/24

Professor: Dr. Kate Nicewicz Scott

Office Location:	GH 407	Class Location:	Online
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Office Hours:

By appointment via Zoom
Text or email to schedule

Course Description:

The use of online social media sites to achieve marketing goals, including targeting markets 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.

Prerequisites: MKT 220/320

Hours of credit: 3 semester hours

Course Objectives:

- Students will become familiar with the wide array of social media outlets
- Students will understand the strengths and weaknesses of social media outlets as marketing tools.
- Students will gain experience with the many aspects of running social media marketing campaigns, including content production, targeting, ad/media buying, 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.
- Students will gain an appreciate for the importance and effectiveness of personal branding.

Expected Outcomes:

At the end 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.
- Understand analytics for content creation and meeting organizational goals.
- Students will have utilized relevant tools to begin developing their own personal brand.

Course Materials:

The following text (e-book) and online simulator bundle is required for the course.

Once you have received an access code from the bookstore, you can use the following links to join the Stukent class section.


Winter 2023/24: <https://join.stukent.com/join/139-564>



Mimic Social - New

Mimic Social is the world's first social media marketing simulation. In this simulation, you will learn how to write targeted social media ads, perform demographic targeting, implement social media content promotion strategies, and schedule content. This new version includes added features such as campaign objectives, ad management platforms, improved analytics, and more.

[Go to Admin](#)



Essentials of Social Media Marketing

In this digital textbook, students will learn marketing strategies on Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and Youtube. This application-based textbook is the best resource to prep your students for the workforce.

[Go to Admin](#)

**** BOTH OF THESE ITEMS ARE AVAILABLE THROUGH THE BIG RED BACK PROGRAM (details below)****

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.

Course Schedule:

See link to [Google Sheets Course Schedule](#). ****NOTE: This schedule will be updated regularly with any changes announced in class. Be sure to check it weekly for the most recent updates****

Grading:

Your course grades will be comprised of the following items:

Mimic Pro Simulation – 200 points total

- Each round of the Mimic Social simulation will be graded out of 100 points. The maximum number of points that you can earn within the simulation is 1200 (12 rounds at 100 points each).
- Your final score will then be converted into a percentage of 200 points
 - For example – if you earn 1000/1200 points on the simulation (83%) your total points in BlackBoard will be $(.83*200) = 167$ points (rounded up)
- You are responsible for keeping track of your grades **ON THE STUKENT WEBSITE**
 - **NOTE: DO NOT COMPARE YOUR SIMULATION GRADES TO THE REST OF THE CLASS. YOUR PERFORMANCE ON THE SIMULATION IS MEASURED AGAINST A COMPUTER, NOT AGAINST OTHERS IN THE CLASS.**

Assignments and Projects – 400 points total

- Individual Assignments Include:
 - Vision Board (50 points)
 - Social Media Marketing Certification (50 points)
 - Influencer Project (100 points)
 - Facebook Campaign (100 points)
 - Instagram Campaign (100 points)

Quizzes - 200 points total (20 points each)

- Chapter 1
- Chapter 2
- Chapter 9
- Chapter 4
- Chapter 5
- Chapter 11
- Chapter 10
- Chapter 12
- Chapter 14
- Chapter 13

Exams – 200 points total

- Final (200 points)

Extra Credit – 5 points total

- Class Opportunity:
 - 80% completion rate on course evaluations at the conclusion of the semester will earn each person in the class 5 bonus points toward their final grade (sometimes the difference between an A and a B is 1-2 points!)

Total Possible Points: 1000 (plus extra credit)

Grade Breakdown:

A = (90-100%) = 900+ points

B = (80-89%) = 800 - 899 points

C = (70-79%) = 700 - 799 points

D = (65-69%) = 650 - 699 points

F = (< 65%) = 649 or fewer points

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.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) 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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 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.

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

WKU Counseling and Testing 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 270-745-2548.