

Marketing 331-751: Social Media Marketing (Fall 2024)

Instructor Information

Dr. Corie M. Martin (she/her)

Office Location: Virtual

Office Phone: 615-415-6223 cell/text

Email: corie.martin@wku.edu

Meeting Room: Online

Meeting Days:

Meeting Times:

Office Hours:

By appointment only please; I do not have an office on campus, but I will be happy to set up a call, zoom or in-person meeting. You may email or text me with questions, though I may not respond immediately, I try to get back to you within the same day. Please identify who you are, as I will not have your number in my phone.

Blackboard Help/WKU IT Help Desk 270-745-7000

Make Sure You Know How to Use Blackboard/Bb Student User Training

If you have not used Blackboard a lot, or if this is your first online class, I highly recommend signing up for and completing the Blackboard Student User Training. These are topical modules that even those who have used Blackboard a lot have told me are helpful. To sign up, go to Blackboard and sign in, and click the **IT TRAINING** tab (top, toward the right, black with white writing). Look for **IT Blackboard Student User Training**... you will gain instant access upon signing up. This is not required, but it could be very helpful for you and important for your success!

WKU Student Resource Portal: Tools for Online Learners: You may also want to visit the WKU Student Resource Portal: <https://www.wku.edu/online/srp/>

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) 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 lectures, online discussion boards, student presentations and out of class assignments. There will also be guest lecturers. **Student participation in class discussions and assignments is an integral part of this course and will be encouraged, expected and graded.**

COURSE MATERIALS/TECHNOLOGY:

Textbook (REQUIRED)

McDonald, Jason (2024). Social Media Marketing Workbook: 2024 Edition – How to Use Social Media for Business. ISBN 979-8871228586

Purchase on Amazon here: <https://a.co/d/9nkaZZ3>

Discussion Boards:

For this course, you will share a **weekly reflection via Blackboard** including your ideas, thoughts, and inspiration that strike. 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 semester.

Other Items Needed:

- A computer, tablet or phone with a reliable Internet connection. Social media practitioners often use computers and phones. You may need to download specific apps to your phone for this class. If that is a problem, please let me know.
- Microsoft Word or word processing software that saves files in .docx file format (All students have access to Office 365 through the Microsoft Student Advantage program (https://www.wku.edu/it/sms/microsoft_sa.php))

COURSE POLICIES

Evaluation:

REQUIREMENT	POINTS
Tests (Midterm/Final x 200 ea)	400
Discussion Board Reflections (11 posts x 25 points ea)	275
Discussion Board Engagements (11 posts x 2 @ 10 points ea)	220
Assignments (6 x 100 ea)	600
Video Project	300
Job Shadow Interview Project	300
Final Consultation Project	500
TOTAL	2595 points

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:

This is a points-based course, therefore you will receive the grade you *earn* in this 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.

I do not use rubrics in my classes. I believe if you show up, pay attention and do the things you are asked to do, you will do fine. There is no job out there that will grade your performance on a sliding scale; therefore, neither will I.

Personal Conduct:

Students will be civil and courteous to each other and to the professor or classroom visitors/guest speakers at all times. When we have group meetings with guest speakers, I expect your zoom cameras to be turned ON and your eyes UP. Rude behavior, including but not limited to sleeping, talking while others are talking, being aggressive or disrespectful to other students and just being uncool in general will not be tolerated and if this behavior

continues you will be removed from class. Extreme cases can result in withdrawal from the class altogether.

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 meeting space (virtual or otherwise) 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 be present in class and to participate. You WILL fall behind if you miss this class. You will be a part of a group that will suffer if you miss this class. You will lose points and it will hurt your grade. 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. I will offer NO excused absences for test or presentation dates.

Due Dates of Assignments

All official due dates are listed on the schedule at the end of this syllabus. **All assignments are due by 11:59 pm Central Time on the last day they are listed.** I try to keep Blackboard up-to date on this, but I may miss one here or there. Therefore, due dates are listed on the schedule. The dates on the syllabus override any other date you see on Blackboard. If you see a discrepancy anywhere, please reach out and let me know.

Late Work Policy

Staying on top of items due each week is your responsibility. Just like in the "real world," there are people who count on you to turn things in on time, that includes me and your classmates. **I deduct 5% per day after the day that the assignment is due (up to five days). After five days, you will receive a zero.** If you have a reason that you cannot turn something in on time, please reach out and make arrangements with me. I am pretty reasonable and I understand that things happen.

Work Submission

All work is to be typed and formatted according to APA style. Submitting work in the wrong format will result in deductions. I will not accept hand-written or printed-out hard-copies of work. Work must be submitted in the space provided for it on Blackboard. Emailed assignments will not be accepted unless I specifically ask you to submit that way or if Blackboard has gone down.

- Discussion board postings should be typed directly into the textboxes, no attachments
- Papers must be submitted as attachments in Word (.docx) file format
- Please remember, grammar, punctuation and proper use of APA will be part of your grade
- ALWAYS CITE YOUR SOURCES
- Your work will automatically run through plagiarism software

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 and not recycle work done for other courses. 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 will be checked using plagiarism detection software.

Intellectual Property

It is a common misconception that material on the Internet is free. Even if a copyright notice is not present, work is the property of the creator. The instructor expects students to post only material that belongs to the student by right of creation unless the student gives proper credit via APA citations. The plagiarism policy applies on the Internet too. Images, sounds and other multimedia are included in copyright law.

Course Withdrawal Policy

It is the student's responsibility to withdraw from the class in a timely manner if they wish to do so after attempting any work in Lesson 1. You can find the final date for withdrawal in the [WKU Registration Guide](#). Failure to complete coursework during the first two weeks of class and/or reach out to me for assistance will result in your removal from the class.

Incompletes (Grades of "X")

Incompletes (grades of "X") are given only for documented, *extreme* circumstances. These circumstances must be approved by the department head.

Inclement Weather Policy:

Should WKU close campus for snow days, inclement weather or another emergency event, this course will follow the direction of the university. As this is a virtual course, we will most likely proceed as scheduled unless the university specifically closes "all classes". I encourage you to follow [@WKUNews](#) and [@WKU](#) on social media for updates.

Diversity, Equity, Inclusion and General Civility Statement

Every student in this class is a valued and equal member of our learning community, regardless of socio-economic background, sex, gender identity, sexual orientation, race, ethnicity, political or religious affiliation (or lack thereof), physical or mental ability, or any identity category. The voice of every person in this course is important, and I hope hearing others' thoughts and experiences is important to you, too. I want everyone to feel comfortable sharing their ideas freely and giving feedback to others with good intentions. I recognize that it is not likely that we will always agree, but we can disagree and still be mindful and respectful of others' points of view and personhood. We are all part of a learning community in this course and program, and I want to promote a space—real or virtual—where everyone is comfortable. With these ideas in mind, if someone chooses to use hateful, bigoted, or inappropriate language (e.g., racist, misogynist, homo- or transphobic, discrimination against religious preferences), I will report him/her to the Office of Student Conduct for further action. If the infringement happens in a virtual learning space where points are to be assigned, 0 points will be awarded for assignments on

which such a breach occurs. Repeated violations of the ideas expressed in this statement may result in permanent removal from the course or possibly the program.

ADA Notice: Disability and 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 of the Student Success Center. The phone number is 270-745-5004 or email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a letter of accommodation from The Student Accessibility Resource Center.

The WKU Writing Center

Cherry Hall 123 and Cravens Library Commons (4th Floor) I encourage you to utilize the services of [The Writing Center](#) in planning, drafting, and revising your work. They offer online services as well.

Title IX, Discrimination, Harassment, and Sexual Misconduct Policy

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding [WKU's Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.270) 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 Investigator Michael Crowe, 270-745-5429. 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.

Regular and Substantive Interaction

The U.S. Department 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:

- Faculty participation in weekly discussion boards
- Weekly announcements, and
- Timely and detailed feedback on assignments provided within one week of submission.

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 semester (midterm and final)
- Tests will be administered on Blackboard
- Tests may include a combination of multiple-choice questions, short answer questions, and essay questions, but given the material in the course is likely to be heavily essay/discussion format.
- **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 come to class prepared to discuss the readings that are pertinent to the topic we are covering that week. This means you will have to do some reading. You will also be given articles to read which I will post on Blackboard, but not necessarily every week. It will be your responsibility to keep a watch on Blackboard for assignments.

Discussion Board Posts: For this class you will post weekly reflections of the course. Your posts are due by the Sunday of each week at 11:59 pm. I will give you a prompt each week to guide your thought process. I expect a **thoughtful reflection** of what you have learned, observed, and/or creative ways you think media can be used. You must also respond to at least one of your classmates' DB posts in a thoughtful way. ("I really liked your post," is NOT thoughtful).

Job Shadowing/Social Media Consultation Project: Everyone in the class will complete a social media consultation project. You will gain experience with sourcing, creating, drafting,

targeting, and measuring success of social media content with this project. More information on this project will be provided in class.

Photos, Graphics, and Videos: Every social media professional must be well versed in the creation and use of multimedia content. As part of your class assignments, you must create and make use of a series of graphic images, photos, or video(s). You may choose to use free, web-based tools such as [CANVA](https://www.canva.com/) to create images. If you are feeling like you absolutely must purchase your own versions of design software, the Adobe Creative Cloud offers student discounts on Photoshop, etc. (these are NOT required for this class). Learn More: <http://www.adobe.com/creativecloud/buy/students.html>

Video/Reel Project: Students in the course will produce a piece of marketing video content to be used for a real client (Details provided in class). Guidelines for this assignment will be given later in the semester.

Class Assignments: Because the best way to learn any material is to apply it to real-world scenarios, we will spend a lot of time in class working on cases, client projects and consulting for various businesses/clients with issues related to social media marketing. These assignments are not optional and are part of your grade, and quality work is expected. Class assignments include social audits of businesses, content generation ideas for businesses, exploring analytics and performance indicators, etc. Many of these assignments can be used to build a professional portfolio demonstrating experience with social media marketing.

Job Shadowing Day: Each student is required to interview a social media practitioner about their position and to observe them in action. More details to come.

SCHEDULE OF ASSIGNMENTS

This is a tentative schedule that is subject to change during the semester. 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 1: AUGUST 19-25, Course Introduction & Overview

What to Read and Do:

- Read McDonald Preface and Chapter 1-2 (pp.19-76)
- Watch Slide Presentation 1.1: Course Overview
- Watch Slide Presentation 1.2: The Rise and Importance of Social Media Marketing

What Is Due: (by August 25th, 11:59 pm)

- Introduction Post
- Assignment 1: Brand Analysis
- Discussion Board Post 1: Inventory & Discovery Paths

WEEK 2: Aug 26-Sept 1, Content Marketing & Demographics

What to Read and Do:

- Read McDonald Chapter 3 (pp. 43-76)
- Read Article: KPI's & 70/20/10 Rule
- Watch Slide Presentation 2: Content Marketing & Demographic Overview

What Is Due: (by Sept 1st at 11:59 pm)

- Discussion Board 2: Audience & Emotion

WEEK 3: Sept 2-8, Facebook

What to Read and Do:

- Read McDonald Chapters 4-5 (pp. 123-234)
- Watch Slide Presentation 3.1: Facebook Part I
- Watch Slide Presentation 3.2: Facebook Part II

What Is Due: (by Sept 8th at 11:59 pm)

- Discussion Board 3: Facebook Brand & Competitive Analysis
- Assignment 2: Facebook Ads

WEEK 4: Sept 9-15, X (Twitter)

What to Read and Do:

- Read McDonald Chapter 7 (pp. 330-395)
- Read Articles (posted in Bb) Twitter
- Watch Slide Presentation 4: Twitter
- *Watch Zoom Recording Q&A with JOE IMEL, Publisher, Bowling Green Daily News & @joeimel - (Zoom Link will be posted to Blackboard)*

What Is Due: (by Sept 15th at 11:59 pm)

- Discussion Board 4
- Identify topic for video project and post to Bb

WEEK 5: Sept 16-22, Instagram

What to Read and Do:

- Read McDonald Chapter 8 (pp. 396-480)
- Watch Slide Presentation 5.1: Instagram
- Watch Slide Presentation 5.2: Digital Photography - Clinton Lewis
- *Watch Zoom Recording Q&A with WKU staff photographer CLINTON LEWIS, (Zoom Link will be posted to Blackboard)*

What Is Due: (by Sept 22nd at 11:59 pm)

- Discussion Board 5
- Assignment 3: Instagram Photo Project

WEEK 6: Sept 23-29, YouTube

What to Read and Do:

- Read McDonald Chapter 9 (pp. 481-550)
- Watch Slide Presentation 6: YouTube
- *Watch Zoom Recording Q&A with KAYLA BITNER, from Sublime Media Group, (Zoom Link will be posted to Blackboard)*
- *Review presentations and class notes for Midterm next week*

What Is Due: (by Sept 29th at 11:59 pm)

- Discussion Board 6
- Assignment 4: YouTube

WEEK 7-8: Sept 30- Oct 13, VIDEO PROJECT, MIDTERM; Fall Break

What to Read and Do: (note, this covers two weeks because of Fall Break)

- *Watch Zoom Recording Q&A AUSTIN ALBANY, from Sublime Media Group, (Zoom Link will be posted to Blackboard)*
- Work on Video Project

What Is Due: (by Oct 13th at 11:59 pm)

- MIDTERM EXAM - Blackboard

WEEK 9: Oct 14-20, TikTok

What to Read and Do:

- Read McDonald Chapter 10 (pp. 551-590)
- Watch Slide Presentation 7: TikTok
- Work on Video Project - Due Next Week

What Is Due: (by Oct 20th at 11:59 pm)

- Discussion Board 7
- Identify the social media professional you will job shadow and post their Name, Business, Title, Phone Number and Email Address to Blackboard.
Note: This will ALSO be the business for which you will do your Social Media Consultation Project/Presentation.
- Videos due to be posted by October 20th

WEEK 10: Oct 21-27 - VIDEO PRESENTATIONS

What to Read and Do:

- Post Video Presentations to Discussion Board **by October 20th.**
- ALL students must watch ALL video presentations **by Oct 27th.**

WEEK 11: Oct 28-Nov 3, OTHER SOCIAL MEDIA

What to Read and Do:

- Read McDonald Chapter 6 (pp. 235-329) LinkedIn
- Read McDonald Chapter 11 (pp. 591-629) Pinterest
- Read Article: Pinterest for Business
- Watch Slide Presentation 8.3: Other Social Media As Assigned

What Is Due: (by Nov 3rd at 11:59 pm)

- Discussion Board 8
- Assignment 5: Job Shadow Assignment Paper Due

WEEK 12: Nov 4-10, TIMING & ANALYTICS

What to Read and Do:

- Read Article: TIMING

- Read Article: Google Analytics
- Watch Slide Presentation 9.1: Content Timing & Relevance
- Watch Slide Presentation 9.2: Making Data Driven Decisions

What Is Due: (by Nov 10th at 11:59 pm)

- Discussion Board 9
- Assignment 5: TBA

WEEK 13: Nov 11-17, WHEN GOOD SOCIAL GOES BAD

What to Read and Do:

- Read Article: Handling Negative Reviews & Trolls
- Watch Slide Presentation 10: Handling Negative Reviews
- Read Case Study - What Would You Do?

What Is Due: (by Nov 17th at 11:59 pm)

- Discussion Board 10
- Assignment 6: Case Study

WEEK 14: Nov 18-24, The Future of Social Media

What to Read and Do:

- READ ARTICLE: The future of social media
- Watch Slide Presentation 11: The Future of Social Media
- Work on Final Project Paper

What Is Due: (by Nov 19th at 11:59 pm)

- Discussion Board 11
- Post Final Project Paper and Slide Presentation **by Nov 24th**

WEEK 15: Nov 25-Dec 1, FINAL PROJECT PRESENTATIONS

What to Read and Do:

- ALL students should watch ALL presentations **by November 26th**
- **Have a Happy Thanksgiving!**

WEEK 16: Dec 2-5, FINALS WEEK

What Is Due:

- FINAL EXAM DUE DEC 5th
 - Have a great Holiday Break!
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Assignment Descriptions

Weekly Discussion Board 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.

Group Video Project:

For this assignment you will work in groups of three to strategize video content for use by a real business. We will discuss themes in class. You are to create a video that should be no longer than 1 minute in length, following guidelines we will discuss in class.

You may use your mobile device or a personal camera to shoot the video.

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 in the area, so you may visit one of those individuals (I can help you determine which one), or you may choose someone else in your 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.

Social Media Consultation/Social Media Campaign Project

For this assignment, you will work with the local business with whom you completed your job shadow assignment. You will meet with personnel in your assigned business to perform a needs-assessment, social media audit, and social media consultation. Finally, you will recommend 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)
2. Create a plan to accomplish a goal of your business.
3. Create a launch / posting schedule

4. You will be expected to present your plan in class.

You will gain experience with sourcing, creating, drafting, targeting, and measuring success of social media content with this project.

Tests:

You will be given two tests, one at mid-term and one during finals week. They will include multiple-choice, short, and long essay questions.

Any Questions?

If you have any questions about the syllabus or anything comes up, please email me at corie.martin@wku.edu - it easiest to catch me on email. I work full-time off campus, so I might not respond to you immediately, but I will respond within 24 hours (typically less). I typically return emails M-F between 8 am and 5 pm. I may be slower to respond on evenings and weekends.