



**DR. JOANNA
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OFFICE HOURS 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
REPOSNSIBLE 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*



SUMMER 2025

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

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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.

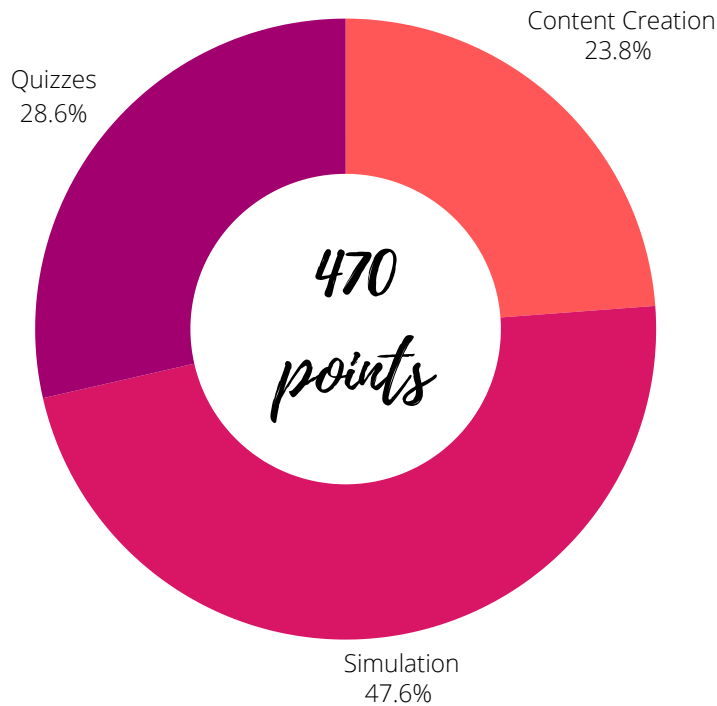
Course Assignments

QUIZZES, 120 POINTS TOTAL

There are no tests in this course, but you will be asked to complete weekly quizzes at the end of each week to help with material comprehension. All materials assigned for each topic (including readings, video lectures, expert sessions) are fair game for quizzes. Quiz due dates are on the schedule at the end of the syllabus, but for week 1 and 2, the quiz is due by Sunday end of day, and on week three, by Friday at noon. Quizzes will be 20 questions. Each question is worth 2 points (40 points a quiz). Quizzes will have a time limit of 22 minutes. Going over the time limit results in a 1-point deduction per minute. Quizzes will be located in the corresponding weekly folder on Blackboard and will be graded and posted automatically.

CONTENT CREATION ASSIGNMENTS, 150 POINTS

You will have two assignments (worth 75 points each) designed to give you some exposure to graphic design and content creation. One assignment is to create a social media visual to integrate into a larger campaign. 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 this assignment instead. Increasingly, social media jobs require some graphic design experience. Your second assignment is to produce a short-form video (think TikTok, Instagram Reel, or YouTube shorts) based on a creative prompt. Detailed instructions for each of these assignments will be provided in Blackboard.



STUDENT SIMULATION, 200 POINTS

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 simulation automatically comes with your purchase of the course package. 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 follow instructions from "management" to strategically use social media for your company. You will be graded on one round of organic posting (where you just post organic content to the markets that Buhi has defined), two paid posting rounds (where you target, schedule, and budget to reach the target markets Buhi has defined with a \$5,000 a week budget), and one round where you make offers to influencers to co-create content for Buhi bags. You will complete four total rounds for a grade (with other rounds being treated as practice rounds), each of which involves posting content and then making decisions for the next round based on your analytics. Grading takes into account your relative standing in key metrics/company objectives compared to your classmates. Each round is worth 50 points. I will provide more information/instructions on the simulation and scoring the simulation via Blackboard (see the Simulation Folder).



Course Policies

Grade Breakdown

Weekly Quizzes:

3 @ 40 pts 120

Simulation

4 rounds @ 50 points 200

Content Creation Assignments

Oreo Post 75

Short Form Video 75

Total Points **470**

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.

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.

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

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.

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.

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.

Class Schedule

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

<p>Week 1, 7/07-7/13</p> <p>Social Media as a Marketing Tool; Social Media Campaigns</p>	<p>Chapter Reading/Topics:</p> <ul style="list-style-type: none"> Chapter 1 <ul style="list-style-type: none"> Introduction to Social Media Marketing, in e-book Video Lecture on Intro to Social Media Marketing Chapter 3: Social Media Marketing Strategy <ul style="list-style-type: none"> Read Chapter 3 in book Video Lecture, Social Media Segmentation in Week 1 folder. Chapter 13: Social Media Campaigns <ul style="list-style-type: none"> Read Chapter 13 Chapter 18 Social Media Analytics <p>Week 1 Assignments Due 7/13, 11:59 p.m.</p> <ul style="list-style-type: none"> Quiz, Week 1 (in Blackboard Week 1 folder) Stukent Simulation: Watch Video Instructions from me in Simulation Folder, Video Instructions for Stukent, and Complete Graded Round 3 (Organic Posting Round; Rounds 1 and 2 are practice Rounds and will not be graded) Design Assignment 1 Due (Oreo Ad/Canva)
<p>Week 2: 7/14-7/20</p> <p>Understanding Popular Social Media Platforms and Marketing Tools Available</p>	<p>Chapter Reading Material & Quizzes:</p> <ul style="list-style-type: none"> Chapter 4: Facebook <ul style="list-style-type: none"> Read Chapter 4 Video Lecture, the Facebook Algorithm Chapter 5 Instagram <ul style="list-style-type: none"> Read Chapter 5 in Textbook Read Article on Influencers and Instagram (Week 2 folder) Chapter 11 TikTok <ul style="list-style-type: none"> Read Chapter 11 Read Article on Using TikTok for Marketing (week 2 folder) <p>Week 2 Assignments Due Sunday 7/20, 11:59 p.m.</p> <ul style="list-style-type: none"> Reading Quiz, Week 2 (in Week 2 folder) Stukent Simulation: Complete Paid Posting Rounds 5&6 (Round 4 is a practice round) Design Assignment 2 (Short Form Video)
<p>Week 3: 7/21-7/25</p> <p>Trends in Social Media and Personal Branding</p>	<p>Chapter Reading Material:</p> <ul style="list-style-type: none"> Chapter 14: Influencer Marketing <ul style="list-style-type: none"> Read Chapter 14 Read BB Article The Definitive Influencer Guide (Will help you with last simulation rounds) Read Chapter 16: Social Media Policy and Crisis Management on SM Read Chapter 2: Personal Branding Using Linked in and Twitter <ul style="list-style-type: none"> BB Video Lecture on Personal Branding <p>Week 3 Assignments due Friday 7/25 at 11:59 p.m:</p> <ul style="list-style-type: none"> Reading Quiz Week 3 (in Week 3 Folder) Simulation: Complete Graded Influencer Round 8 (Round 7 is a practice round). You can complete more rounds if you like, but nothing past 8 will be graded.



Additional Info

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 feedback for your content creation assignments
- Timely and thorough responses to questions via email.
- Posting any relevant and current topics in social media marketing in the Discussion Area of the Course.

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.

