MKTG5370 SEMINAR: SOCIAL MEDIA MARKETING  
TEXAS A&M UNIVERSITY-CORPUS CHRISTI

INSTRUCTOR INFORMATION  
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Office hours: Six hours per week as posted. Other times by appointment.

COURSE INFORMATION  
Semester: Fall Minimester II 2015  
Section: W001

REQUIRED TEXT BOOK  
List of additional required readings will be available in Blackboard.

COURSE DESCRIPTION  
This course introduces students to the cutting edge social media tools necessary to perform effectively as marketing professionals. Topic coverage includes the understanding of social media unique structure, emerging segmentation and positioning practices, as well as evaluation and implementation of a social media marketing strategy.

OBJECTIVES  
This class covers adaptation of marketing concepts into social media, and a critical analysis of social media marketing campaigns. Students will apply these concepts in diverse projects, such as case studies, discussions, exercises and evaluations.

By successfully completing the course, the students will be able to:
- Understand how to effectively segment, target and reach social consumers.
- Be able to identify and handle unique dynamics of social media interactions, in order to enable the development of an effective social media marketing strategy.
- Know how to develop a social media marketing strategy and integrate it with elements of marketing mix.

STUDENT EVALUATION  
The student’s final grade in this course will depend on performance in the following areas:

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Final Exam</td>
<td>10%</td>
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<tr>
<td>Midterm Project</td>
<td>10%</td>
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<tr>
<td>Final Project</td>
<td>15%</td>
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<tr>
<td>ePortfolio</td>
<td>35%</td>
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<tr>
<td>Case Discussions</td>
<td>30%</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
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The student’s final grade will be strictly determined as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90.00%+</td>
</tr>
<tr>
<td>B</td>
<td>80.00%-89.99%</td>
</tr>
<tr>
<td>C</td>
<td>70.00%-79.99%</td>
</tr>
<tr>
<td>D</td>
<td>60.00%-69.99%</td>
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<tr>
<td>F</td>
<td>Below 60%</td>
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EXAM
One single exam will be comprehensive and it will be administered at the end of the semester.
Students are responsible for all reading assignments, regardless of whether a particular reading is fully
covered during the discussions. Questions on exams will be taken from the reading assignments, handouts
posted to Blackboard, assignments, videos and/or group discussions.

MIDTERM AND FINAL PROJECTS
Students will conduct two research projects. The content of each research project should be in sufficient
depth to exceed the extent to which the textbook covers the material. Each project will include the design,
collection of data and analysis. Format, deadlines and more details will be posted to Blackboard.

EPORTFOLIO
The individual electronic portfolio will consist of a compilation of assignments.
Assignments will be given for selected chapters. Assignments should be submitted electronically via
Blackboard. Assignments will not be graded if submitted by other means. Please note hard copies/printed
assignments will not be accepted. Format and more details will be posted to Blackboard.

DISCUSSIONS AND COLLABORATIVE TOOLS
Selected topics and/or cases will be discussed or analyzed during the semester. Participation in class
discussions and/or collaborative tools is required, of each student. The consistent quantity and quality of
participation (high quality comments are based on knowledge gained from assigned readings, class
discussions, and assignments) over the entire semester will account for 40% of your final grade. Selected
topics, format, deadlines and more details are posted to Blackboard.

COURSE POLICIES

Method of Instruction: The course is arranged in 7 weekly modules with deadlines. Deadlines are
indicated for each activity of a learning module. Therefore, this is not a self-paced class.
Content delivery and all communication will be in written form. Instead of lectures, you have to read the
written material. Written material typically includes book chapters, teacher notes and group discussions.
Content also includes audio-visuals and/or student presentations.
Since no face-to-face meetings are scheduled, our textbook becomes our main source of information. Be
sure to get the required edition.

Time Management: This online course is asynchronous. This means there are no meetings scheduled
during the semester. You should plan to log in to Blackboard at least three times a week throughout the
semester to read and/or post new discussion group messages, check email, get updates about the content,
and obtain other relevant information.

Contact Information: E-mail ensures the quickest response. I generally respond to e-mail the same day.
You can also contact me anytime you see me online via Blackboard chat.

Questions: When you don’t know something or are confused about a particular topic, do not hesitate to
ask me. There are probably others in the same situation.

Readings Assigned: The chapters should be read when assigned on the course schedule.
Assignment/Project Deadlines: The project deadlines must be met in a timely manner and the assignments must be sent to the instructor or teaching assistant via Blackboard-Assignment tab. The failure to complete any assignment or project at the specified time represents a failure to meet your responsibilities. Any assignment, which is not submitted at the specified time, will receive a grade of zero (0).

Written Assignments: Written work must be prepared in a professional manner. It is to be clearly written, neat in appearance, with proper grammatical construction and correct spelling. Work which is not presented in a professional manner will be reduced a full letter grade or at the very least, points will be taken off. The grade assigned to written work will reflect both its appearance and analytical soundness.

Handing in Your Work: Everything that you turn in to be graded needs to be neat in appearance:
- Attach a cover page that clearly indicates your name and ID.
- Work should be double-spaced.
- Use 12 pt. (Times New Roman) font, and 1-inch margins all around.
- Pages should be numbered and in sequential order.

Statement of Civility: Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Academic Integrity: University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in at least a score of zero for the work in question.

Dropping a Class: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

Grade Appeals: As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.
**Code of Ethics:** This course, and all other courses offered by the College of Business, requires all of its students to abide by the College of Business Student Code of Ethics (available online at www.cob.tamucc.edu/current_students/ethics.html).

**Special Accommodations:** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Statement of Academic Continuity:** In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Exam-Proctoring Fees:** Courses may require the use of exam-proctoring involving third party charges. Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.

**AGREEMENT TO THE TERMS OF THE SYLLABUS**
This should be considered a contract, where by you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this Syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein. Any changes to the information contained in this syllabus will be posted to Blackboard.