Standard Course Syllabus for Social Media Marketing

Course number: MKTG 4360  
Instructor: Dr. Tracy Tuten  
Semester: Spring 2019  
Office: OCNR 317  
Office Telephone: (361)825-5560  
Office Hours: M/T 8-11:00  
Email: tracy.tuten@tamucc.edu  
Mobile/Text: (252) 495-0328

Course Description:
This course introduces students to the cutting edge social media platforms necessary to perform effectively as marketing professionals in the 21st century. The primary focus of this course is social media platforms as marketing tools and its applications. Topics include the understanding of social consumer’s unique needs, social media dimensions, and evaluation and implementation of a social media marketing strategy. Students will apply Social Media Marketing concepts in projects, such as case studies, campaign evaluations, and exercises.

Course Prerequisites:
- MKTG3310 or
- Permission of the instructor

Learning Objectives:
By the end of this course, the students will be able to:
- Understand how to effectively target, track and reach social consumers. (BBA Goal 2, Objective 1)
- Understand key concepts and dimensions of social media. (BBA Goal 2, Objective 1)
- Be able to define and apply a variety of social media market tools. (BBA Goal 2, Objectives 1, 2, and 3)
- Be able to apply adequate metrics in order to assess the effectiveness of social media marketing and its ROI. (BBA Goal 2, Objective 3; Goal 3, Objectives 1, 2, and 3)
- Know how to develop a social media marketing strategy and integrate it with online and offline marketing. (BBA Goal 1, Objectives 1 and 2; Goal 2, Objectives 1, 2, and 3; Goal 3, Objective 1, 2, and 3)

Major Field Test (MFT)
Students register for the MFT in BUSI0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced below. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is CR/NC.
As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.

**Course Requirements:**

- **Quizzes** (5 at 5% each)  25%
- **Assignments and Discussions** (5 at 9% each)  45%
- **Exams** (2 at 15% each)  30%
- **Total**  100%

**Required Materials:**


*Pursuant to article 12.99.99.C4.01 (Faculty-Authored Textbooks and Other Educational Materials) of the University Handbook of Rules and Procedures (see [http://academicaffairs.tamucc.edu/rules_procedures/assets/12.99.99.C4.01_faculty-authored_textbooks_and_other_educational_materials.pdf](http://academicaffairs.tamucc.edu/rules_procedures/assets/12.99.99.C4.01_faculty-authored_textbooks_and_other_educational_materials.pdf)), royalties arising from the purchase of the assigned materials for this course are donated to Texas A&M University-Corpus Christi.

**Websites Used:**

Blackboard [https://bb9.tamucc.edu/](https://bb9.tamucc.edu/)

**Course Policies:**

*Exams* – Two exams will be administered during the semester. Exams will be online and completed using Examity proctoring service. Students are responsible for all reading assignments, regardless of whether a particular reading is fully covered during the discussions and/or assignments. Questions on exams may be taken from the reading assignments, class lectures, class handouts, handouts posted to Blackboard, assignments, videos, and/or discussions.

*Assignments* – Assignments and mini-projects 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. Students should be prepared to explain, present, and/or discuss the assignment work during class discussions. Format and more details will be posted to Blackboard.
**Discussions** – Selected topics, assignment outcomes, and/or cases will be discussed or analyzed during the semester. Participation in class discussions is required of each student. Students are expected to be consistently engaged in quantity and quality of participation throughout the semester. High quality comments illustrate knowledge gained from assigned readings, class discussions, and assignments). Selected topics, format, deadlines and more details are posted to Blackboard.

**Quizzes** – Each week, students will be obligated to take an exam covering text chapters, articles, videos, and other assigned materials assigned during the week immediately preceding the day of the exam. The weekly exam will open at 12:00 PM on Friday and will close at 11:59 PM on Sunday of each week. Once accessed, the student will have 60 minutes to complete the exam. NO EXAM RESETS WILL BE PROVIDED UNLESS THE PROBLEM IS SPECIFICALLY IDENTIFIED AS A BLACKBOARD SYSTEM PROBLEM. Students are URGED to use a hard-wired computer to access the exams within Blackboard so as to avoid connectivity issues or wifi instability issues which will close access or shut-down the exam.

**Electronic Device Usage** - Computers or tablets are required to complete the course.

**Grading** - The student’s final grade will be strictly determined as follows:
- A 90.00%+
- B 80.00%-89.99%
- C 70.00%-79.99%
- D 60.00%-69.99%
- F Below 60%

**Academic Integrity/Plagiarism** - 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 a zero the first time and failing the course for any additional offence.

**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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course.* 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.

Preferred Methods of Scholarly Citations – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased, summarized, or synthesized rather than copied directly though use of occasional quotations (properly sourced) are permitted.

Classroom/Professional Behavior - Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Required Method of Scholarly Citations - APA style is the only accepted method used for citations and referencing for this class. The Purdue Online Writing Lab (OWL) is an excellent resource for understanding research and citation formats. The APA information can be found:

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html

A web site (look under the Get Help heading) that you can use to ensure that your references are correct can be found here:

http://www2.liu.edu/cwis/cwp/library/workshop/citapa.htm Once at this site, just click on the Citation Help button located on the right side of your screen. Additional help meeting this expectation can be found under the General Information heading in the course website.

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.

**Disabilities 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.

**Schedule** (any changes will be announced in Blackboard)

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Evolution of Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Understanding Social Consumers</td>
<td>6</td>
</tr>
<tr>
<td>Network Structure</td>
<td>3</td>
</tr>
<tr>
<td>Strategic Planning for Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Tactical Execution for Social Media Marketing</td>
<td>6</td>
</tr>
<tr>
<td>Social Community</td>
<td>3</td>
</tr>
<tr>
<td>Social Publishing</td>
<td>3</td>
</tr>
<tr>
<td>Social Entertainment</td>
<td>3</td>
</tr>
<tr>
<td>Social Commerce</td>
<td>3</td>
</tr>
<tr>
<td>Social Media Monitoring and Research</td>
<td>6</td>
</tr>
<tr>
<td>Social Media Metrics and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>Social Media Strategic Plans, Execution, and Measurement</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>45</td>
</tr>
</tbody>
</table>
*Schedule subject to change at the discretion of the instructor. Any changes will be announced in class and on Blackboard. Exam dates will not change.