Texas A&M University-Corpus Christi  
College of Business  
Course Syllabus for Social Media Marketing

Course number: MKTG4360  
Semester: Fall 2020  
Office Telephone: (979) 317-344
Email: sandy.huang@tamucc.edu

Instructor: Dr. Yu-Shan (Sandy) Huang  
Office: 347 Academic Alliance Building  
Office Hours: TR 2:00 – 4:00 pm

*Hosted virtually via WebEx
*WebEx Link: https://tamucc.webex.com/meet/shuang3

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)

Required Materials:
Social Media Marketing e-text/Mimic Social Simulation Bundle, by Stephen and Bart, Stukent. ISBN: 978-0-9987138-9-2. This course uses digital textbook and simulation that can be purchased through the following link or our bookstore (I would encourage using this link): https://home.stukent.com/join/2E8-AFA
Course Requirements:

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<thead>
<tr>
<th>ASSMT</th>
<th>WEIGHT</th>
<th>DESCRIPTION</th>
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</table>
| Mimic Social Simulation| 120    | You will complete in 16 rounds of an Internet Marketing Simulation called Mimic Social. In this simulation, you will take over the social media marketing efforts for an online bag retailer, Buhi Supply Co. In the odd rounds, you are expected to submit your decisions through the simulation system for each round of participation. In the even rounds, you will analyze your results of the odd rounds. Below are the grading criteria for the odd rounds of submission:  
  • Each round quality and timely submission (5 points)  
  • Each round performance (5 points): impressions (25%), engagement (25%), clicks (25%), and conversions (25%)  
Below are the grading criteria for the even rounds of analysis:  
  • Each round timely submission and quality analysis (5 points):  
    o Critical Analysis: Does the written analysis present appropriate, thorough, and convincing arguments?  
    o Format and Grammar: Is the written analysis virtually error free? |
| Discussion Forums      | 100    | There will be a total of 11 discussion forum activities (10 points per activity), of which 10 discussion scores will be considered for the calculation of final semester grade. Each lesson module will have links that allow you to access the corresponding discussion forums. Please make sure to adhere to the discussion nature of a forum and respond to each other/advance the conversation. |
| Chapter Quizzes        | 45     | There will be a total of 3 quizzes (15 points each). All the quizzes will be administered online. You are allowed to have three attempts on each quiz. For each attempt, you will have 30 minutes to complete the quiz. The quiz answers will be available AFTER the quizzes are closed. To take the quizzes, you will need to use LockDown Brower to logon to Blackboard to access quiz questions.  
*Install Lockdown Browser – https://iol.tamu.edu/respondus.html |
| Social Media Content   | 35     | For this assignment, you will imagine yourself as a new social media intern working for Buhi Bags. Your task is to look at Herschel Supply Co.’s Facebook and Instagram pages to see what they are doing. Budhi Bags needs you to make recommendations on the data that you gather and analyze from Herschel’s Facebook and Instagram pages. You will submit your excel template and brand analysis writeup to the corresponding dropbox on Blackboard. |
| Exams                  | 300    | Exams are designed to test your knowledge of material presented in lectures and class discussions. Exams also help determine your ability to integrate concepts and think critically. Exams will require analysis and integration of course materials, so it is important that you participate in class and keep up on lecture materials. All exams will be administered online via Blackboard online classroom. To take the exams, you will need to use LockDown Brower to logon to Blackboard to access exam questions on the exam day. (See the tentative class schedule for details.) You are allowed to have one attempt on each exam and expected to complete each exam within the specified time window.  
**Unless prior arrangements are made, a missed exam will be given a score of zero, without opportunity for make-up.** |
| Total                  | 600    |                                                                                                                                                                                                          |
Final letter grades will be assigned using the following scale:

- 90%-100%  540 – 600 points      A
- 80%-89.9%  480 – 539 points      B
- 70%-79.9%  420 – 479 points      C
- 60%-69.9%  360 – 419 points      D
- Below 60% 0 – 359 points          F

Websites Used:
Blackboard  https://bb9.tamu.edu/

Course Delivery Methods:
This course is offered as a blended/hybrid course. Up to 84% of the classes will be delivered online. All online lectures will be delivered through VoiceThread videos. Each lesson module will have links that allow you to access the corresponding VoiceThread lecture videos. In the end of each lecture, there is a review exercise. Please feel free to use the text, audio or video comment tools to discuss the answers of those questions. Your comments will NOT be graded and will not affect your grade. To learn how to comment in a VoiceThread, please see the following link: https://voicethread.com/howto/how-to-comment/. I will discuss the answers of review activities using VoiceThread comment tools the following week.

Please note that VoiceThread can function properly only when Chrome or Firefox are used as the web browsers. Please DO NOT use the browser of Internet Explorer to access the lecture videos via VoiceThread.

Late Assignment Policy:
All the assignments are due at **11:55 pm Central Standard Time (CST)** of the due date. Late assignments will be assessed a penalty. Any assignment turned in **within 24 hours** from the due time will be assessed a **30% point reduction.** Any assignment turned in **later than 24 hours** from the due time will not be accepted and a grade of **zero will be recorded.** The assignment deadlines are specified in the tentative class schedule.

Make-up Policy:
Students are expected to submit each assignment by the date given. If for any reason a student cannot meet the due dates for an assignment, he or she must notify the professor **prior to** the specified due date. The decision to extend a due-date rests solely with the professor. The timeline for a course is somewhat precise and every effort should be made to either complete assignments as scheduled or to complete them early.

Electronic Device Usage:
Computers or tablets are required to complete the course

Exam Proctoring:
This course 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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Tuesday</th>
<th>Thursday</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of 08/17</td>
<td>Introduction/Course Syllabus</td>
<td>*Gain access to the textbook and simulation</td>
<td></td>
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<tr>
<td>Week of 08/24</td>
<td>Chapter 1 – Social Media Revolution</td>
<td>Chapter 13 Case – Disney</td>
<td>*Discussion Forum Activity 1</td>
</tr>
<tr>
<td>Week of 08/31</td>
<td>Chapter 2 – Connected Customers</td>
<td>Chapter 2 – Connected Customers</td>
<td>*Discussion Forum Activity 2</td>
</tr>
<tr>
<td>Week of 09/7</td>
<td>Chapter 3 – Social Media Audit</td>
<td>Chapter 3 – Social Media Audit</td>
<td>*Discussion Forum Activity 3 * Content Analysis Project</td>
</tr>
<tr>
<td>Week of 09/14</td>
<td>Chapter 4 – Social Media Metrics</td>
<td>Chapter 4 – Social Media Metrics</td>
<td>*Discussion Forum Activity 4 *Simulation Round 1 &amp; 2</td>
</tr>
<tr>
<td>Week of 09/21</td>
<td>Exam 1 Review</td>
<td>Exam 1 – Chapters: 1, 2, 3 and 4 (The access to exam 1 questions will only be available from 5:40 pm CST to 6:55 pm CST on Thursday, 9/24.)</td>
<td>*Quiz 1 (Chapters: 1, 2, 3 and 4)</td>
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<tr>
<td>Week of 09/28</td>
<td>Chapter 5 –Strategy Planning</td>
<td>Chapter 5 –Strategy Planning</td>
<td>*Discussion Forum Activity 5 *Simulation Round 3 &amp; 4</td>
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<tr>
<td>Week of 10/5</td>
<td>Chapter 6 –Social Media Communication</td>
<td>Chapter 6 –Social Media Communication</td>
<td>*Discussion Forum Activity 6 *Simulation Round 5 &amp; 6</td>
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<tr>
<td>Week of 10/12</td>
<td>Chapter 12 – Managing Customers</td>
<td>Chapter 7 – Designing Content</td>
<td>*Discussion Forum Activity 7 *Simulation Round 7 &amp; 8</td>
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<tr>
<td>Week of 10/19</td>
<td>Exam 2 Review</td>
<td>Exam 2 (Chapters: 5, 6, 7 and 12) (The access to exam 2 questions will only be available from 5:40 pm CST to 6:55 pm CST on Thursday, 10/22.)</td>
<td>*Quiz 2 (Chapters: 5, 6, 7 and 12)</td>
</tr>
<tr>
<td>Week of 10/26</td>
<td>Chapter 8 – Using Paid Social Media</td>
<td>Chapter 8 – Using Paid Social Media</td>
<td>*Discussion Forum Activity 8 *Simulation Round 9 &amp; 10</td>
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<td>Week of 11/2</td>
<td>Chapter 9 – Using Earned Social Media</td>
<td>Chapter 9 – Using Earned Social Media</td>
<td>*Discussion Forum Activity 9 *Simulation Round 11 &amp; 12</td>
</tr>
<tr>
<td>Week of 11/9</td>
<td>Chapter 10 – Marketing Research</td>
<td>Chapter 10 – Marketing Research</td>
<td>*Discussion Forum Activity 10 *Simulation Round 13 &amp; 14</td>
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<tr>
<td>Week of 11/16</td>
<td>Chapter 11 – New product development</td>
<td>Chapter 11 – New product development</td>
<td>*Discussion Forum Activity 11 *Simulation Round 15 &amp; 16</td>
</tr>
<tr>
<td>Week of 11/23</td>
<td>Final Exam Review</td>
<td>No Class – Thanksgiving Break</td>
<td>*Quiz 3 (Chapters: 8, 9, 10, and 11)</td>
</tr>
<tr>
<td>Week of 11/30</td>
<td>Final Exam - Chapters: 8, 9, 10, and 11 (The access to final exam questions will only be available during the final exam time window of this course. See final exam schedule.)</td>
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Course Instructor-Student Communication Protocol:

Contacting Me
Please see the first page of the syllabus for my contact information. You can visit my office during office hours or reach me through e-mail. My preferred communication method is email (sandy.huang@tamucc.edu).

Response Time
I will check e-mail several times Monday through Friday between 8:00am and 5:00pm (“business hours”). I will make every attempt to respond to messages that I receive during that time before the end of the business day, and if I am unable to do that I will certainly respond within 24 hours. I will also check messages on evenings and weekends as my personal schedule allows. I may respond to messages during these "off hours", but I do not guarantee it. I will respond to messages that I receive in off hours no later than the next business day.

Contacting You
If there is an urgent announcement (e.g., an assignment change), I will use Blackboard’s Announcements forum to post the news. To contact students individually, I will use your TAMU email address. Your response time: I do not expect to send many messages that require a response. However, I do expect everyone in the class to check their TAMU e-mail at least once a day during the week and to respond within the time frame requested within the message.

Email Etiquette
Email etiquette is important because it allows you to show respect to others and demonstrate your professionalism. When you send me an email, please make sure to:
*Include your class and what the email is specifically regarding in the subject, such as “MKTG 4360: Quiz 1”.
*Start your email with the salutation, such as “Dear Dr. Huang”.
*Write the message content in a professional tone and check your message content for spelling, punctuation and grammar errors before clicking send.
*Close your email with your full name and class period or division, such as “First Name Last Name, TH 10:30 am – 11:45 am”.

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; multiple infractions will result in a grade of “F” being issued for the course.
**Americans with Disabilities Act Compliance:**
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 contact the Disability Services Office at (361) 825-5816 or visit the office in Corpus Christi Hall, Room 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.

Please note that I will only provide reasonable accommodations recommended by the Disability Services Office. You are solely responsible for making sure I receive notification from Disability Services about your need for accommodation during the first two weeks of the semester (or within one week of receiving approval for accommodation from Disability Services for issues that that arise after the semester begins).

**Grade Appeals:**
As stated in University Rule 13.02.99.C2, Student Grade Appeals, 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 Rule 13.02.99.C2, Student Grade Appeals, and 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](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

**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. November 5th is the last day to drop a class with an automatic grade of “W” this term.
Required Method of Scholarly Citations:
APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

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.

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.

COVID-19 Prevention Policies*:
At RELLIS, anyone who enters the building will be required to wear a mask or face covering while in the common areas of the building, including hallways, classrooms and restrooms. Students may be required to wear face masks during class as well.

For more information on how wearing face masks or coverings slows the spread of virus, see this article by Texas A&M University researchers: [Face Masks Critical in Preventing Spread of COVID-19](#)

To allow for social distancing in classrooms, students may be in classrooms only part of the week.

*Policies are subject to change.