Social Media Marketing  
MKTG 4360_W01  
Fall 2020 100% Online

Instructor: Jesse A. Garcia  
Phone: 214-542-2854  
E-mail: Jesse.Garica@TAMUCC.edu  
Office: https://tamucc.webex.com/meet/jgarcia350

Office hours: Virtual hours (by e-mail or via WebEx). Video/Phone chats to be arranged via email as desired.

Required Text:

- TITLE: Social Media Marketing: A Strategic Approach  
- AUTHOR: Barker, Barker, Bormann, Neher  
- EDITION: 2nd  
- COPYRIGHT YEAR: 2017  
- PUBLISHER: South-Western. Cengage Learning  
- ISBN: 978-1-305-50275-8

I cannot endorse, suggest, encourage, recommend, or allow any other version of this textbook. Purchasing other editions or international versions is at your own risk.

Please note that it is your responsibility to obtain/read the textbook in a timely manner prior to assignments. Problems acquiring your textbook on time does not merit an extension or delayed due dates. The textbook information was provided weeks before the course via the TAMUCC class schedule portal. Students should have obtained the textbook by the START of this course, not during the course.

Registering for the course at the last minute does not merit extensions or delayed due dates.

Any problems with scholarships/loans are the student’s responsibility to resolve and does not merit extensions or delayed due dates.

Course Description
The TAMUCC Undergraduate Catalog contains the following description of the course:

“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
• MKTG 3310 or permission of instructor

Learning Objectives
By the end of this course, the students should:
• 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**
TBD-Instructor will email materials list to registered students no later than 2 weeks before class starts.

**Websites & Computer Resources**
This course makes heavy use of the following websites:

- Blackboard: [https://bb9.tamucc.edu/](https://bb9.tamucc.edu/)
- HootSuite.com
- HubSpot.com

**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.

Instructor Note: I designed the class to be ADA compliant. If you have an approved disability accommodation for increased time or other relevant accommodation, please contact me ASAP so I can make the necessary adjustments in Blackboard.

**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.

Instructor Note: As a fully online course, this class can continue without major interruptions after an adverse event as soon as the university restores IT services. Please make sure you check your TAMUCC email for messages from me as soon as you are able after a major disaster or other continuity incident.

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

Instructor Note: Owning a suitable device will increase your chances for success in this class. I have seen students complete the class in a computer lab; relying on a public computer may cause lost work, a missed deadline, or other issue with the course. You will NOT be able to take the exam on a public computer.

**Exam Proctoring**
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.
Instructor Note: TBD – Instructor will provide specific testing info here including fees after deciding on assignment breakdown in course.

**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.)

Instructor Note: In this class, academic misconduct or complicity in an act of academic misconduct on any assignment will result in a zero for that assignment and a failing grade for the course for any subsequent incident. Guidelines for each assignment type specify additional consequences of academic dishonesty on that type of assignment (such as a loss of online testing privileges for quizzes).

**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.

**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.

Instructor Note: Being “instructed to leave the classroom” in an online class may include removal of discussion posts and/or restrictions on usage of the discussion program. See the Class Discussion Guidelines in BB9 for information about how rude/unprofessional behavior MAY affect your grades.

**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.

Instructor Note: Please contact me via email using your TAMUCC email account if you have questions or concerns about your grade.
Assignments you will be graded on and how many points may be awarded:

- Quizzes: 400 points total or 40% of your grade
- Essay Questions: 200 points total or 20% of your grade
- SMM Plan: 100 points or 10% of your grade
- Certifications (HootSuite & HubSpot): 300 points or 30% of your grade

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Chapter 3 - Quiz</td>
<td>45 points</td>
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<tr>
<td>Chapter 4 – Quiz</td>
<td>45 points</td>
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<td>Chapter 5 – Quiz</td>
<td>45 points</td>
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<tr>
<td>Chapter 6 – Quiz</td>
<td>45 points</td>
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<tr>
<td>Chapters 2-6 Essay Questions</td>
<td>100 points</td>
</tr>
<tr>
<td>Chapter 8 – Quiz</td>
<td>45 points</td>
</tr>
<tr>
<td>Chapter 9 – Quiz</td>
<td>45 points</td>
</tr>
<tr>
<td>Social Marketing Certification (HootSuite)</td>
<td>100 points</td>
</tr>
<tr>
<td>Content Marketing Certification (HubSpot)</td>
<td>100 points</td>
</tr>
<tr>
<td>Chapters 7-11 Essay Questions</td>
<td>100 points</td>
</tr>
<tr>
<td>Chapter 12 – Quiz</td>
<td>45 points</td>
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<tr>
<td>Chapter 13 – Quiz</td>
<td>45 points</td>
</tr>
<tr>
<td>Chapter 14 – Quiz</td>
<td>40 points</td>
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<tr>
<td>Individual Project: Social Media Marketing Plan</td>
<td>100 points</td>
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<tr>
<td>Social Media Marketing Certification (HubSpot)</td>
<td>100 points</td>
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</tbody>
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**TOTAL POINT OPPORTUNITY: 1,000**

**Grade Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>895 to 1,000</td>
</tr>
<tr>
<td>B</td>
<td>795 to 894</td>
</tr>
<tr>
<td>C</td>
<td>695 to 794</td>
</tr>
<tr>
<td>D</td>
<td>595 to 694</td>
</tr>
<tr>
<td>F</td>
<td>0 to 594</td>
</tr>
</tbody>
</table>

This course IS NOT based on percentages. This course is based on an accumulation of points earned.

A note about extra credit: NO EXTRA CREDIT WILL BE OFFERED. WE HAVE NO TIME FOR EXTRA WORK.

Detailed Description of Required Coursework and Due Dates:

- Syllabus Subject to Change
- You must submit ALL work via BlackBoard. I will not grade any work that comes to me via email.
- Assignments for this course total 1000 points. No make-up, late work, or extra credit will be given to any student.
- Assignments are listed on the following pages. Each page references an Assignment.
• Do not wait until the last minute to submit your papers. Any computer errors regarding submission at the final minutes/seconds leading up to turning in your paper via the correct BLACKBOARD portal is your responsibility. You should contact the TAMUCC IT Help Desk if you encounter any errors. But be aware that you had ample time to submit your work (as everything is open to submit now) and you will not be allowed to submit after the time due.

• Chapter Quizzes – Chapter Quizzes are based on the readings in the textbook. Chapter quizzes typically have 15 questions. Chapter Quizzes are comprised of both true/false questions and multiple-choice questions. The quizzes are not timed. This is independent work. You may not work with others on quizzes.

• Essay Questions – There are 2 Essay Question Assignments in this course. Each Essay Question Assignment has 10 questions which are worth 10 points for each question for a total of 100 possible points for each assignment. Each question response must be at least a minimum of 5 sentences. You must include example and details for each question. You must also provide deep insight and analysis. Minimal work provided will earn minimal grades. This is independent work. You may not receive help from anyone to complete your assignment.

• Certifications – There are 3 required certifications in this course. These are professionally valuable certifications that you can immediately use upon completion on your resume and LinkedIn profile. You access HootSuite.com and HubSpot.com to complete your certifications.
  o The HootSuite certification is in Social Marketing. The training and exam fee is waived (a $199 value) because you are in my course. HootSuite is a Canadian company and one of the world’s best social media management platforms. The system’s user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn and YouTube. You can take the exam as many times as you'd like until you pass the exam, all at no cost to you. There are online training modules for you to complete prior to taking the exam. Your textbook is not needed for this certification. You can start on this certification at any time during the course but it must be completed by the deadline.
  o HubSpot is the second and third certifications you must complete in this course. HubSpot is an American developer and marketer of software products for inbound marketing, sales, and customer service. The first certification is in Content Marketing. The second certification is in Social Media Marketing. There are a series of online classes to take prior to the exams. You may take the exams multiple times in order to obtain a passing grade. Your textbook is not needed for these certifications. These are free trainings and exams. You can start on these certifications at any time during the course but they must completed by the deadlines.
    Please note your instructor does not receive any financial benefit including cash, stipends, or honorariums for use of HubSpot or HootSuite tools in this course.

• Social Media Marketing Plan – Students will create a social media marketing plan using the format found in Chapter 15 of the textbook. Students work should mirror the look of the sample plan located in the rear of the textbook. Students must pick a Fortune 500 company for your plan. See https://fortune.com/fortune500/2020/search/ for the complete list. Students should pick a Fortune 500 company for your plan. See https://fortune.com/fortune500/2020/search/ for the complete list. Students should pick a Fortune 500 company for your plan.
  o Due to extreme overuse, the following Fortune 500 companies are NOT eligible to create your plan: Walmart, Apple, AT&T, Target, Nike, Coca-Cola, and Starbucks.
  o VERY IMPORTANT: At the end of your paper (but before your Works Cited page), you MUST include a 500-word essay. This conclusion essay is your opportunity to provide personal insight, analysis, and thoughts on the company’s approach to social media marketing and internet marketing overall. What would you do differently if you worked as a marketing executive at this company? Failure to provide a 500 conclusionary essay as part of your report will result in an automatic 20 point reduction out of the 100 overall points you can earn.
APA Format:
The official form and style format for the COB is APA. All written assignments must use appropriate APA format for citations, references, and other aspects of form and style. The TAMUCC Library has guides for APA format.

E-mail: As an online course, e-mail will be a critical point of communication. I will reply as quickly as possible to all e-mails. If you don’t get a reply, you might want to make sure I got your e-mail. For all e-mails: (1) Include an appropriate subject heading, and (2) State your name and which class you are writing about. I teach multiple courses so please write “SMM” in the subject line if you want a faster reply. You can text me if you want but you need to tell me what class you’re in. I am very serious about this rule. Do not expect a reply if you fail to follow these directions.

A word about Papers: Many papers will be submitted during this course. These papers will expand upon textbook material. This is independent work. You must source all of your work. You must follow APA guidelines. Contact the library for more information about APA style. A short paper should not have more than 1/3 page of direct quotations in totality. Original thought and content will be rewarded with higher grades. Your final words should be the most impactful as these are the last thoughts I will read. You must edit your paper before you turn it in.

Discussion Forums/Discussion Questions: I have decided not to give any Discussion Board questions for this class as am requiring a significant amount of reading and writing. This allows you to flourish independently and not require you to wait for others to reply to your comments. I hope this helps you move at a proper pace in this course.

Participation: Students will need to check BlackBoard frequently. The instructor can monitor all BlackBoard activity. Therefore, you should access BlackBoard using your own account to document your activity.

MAXIMIZING YOUR PERFORMANCE/GRADE:

1. Keep up with BlackBoard! This is very important. Don’t say I didn’t warn you.

2. Read the assigned chapters in the textbook and other assigned materials. Assignments will be used to check that you are reading and understanding the concepts.

3. Take advantage of help materials. The textbook has no supportive web site that can help you study and understand the material better. Therefore, you will want to find additional Internet marketing information from various sources. Create a list. The more you use these learning aides, the better you will understand the concepts. If you find helpful sources, share them.

4. Contact the instructor any time you have problems or questions. I cannot help you if you do not let me know there is a problem. This is a challenging course format, requiring self-discipline and some degree of learning on your own. The sooner you seek help with a problem, the more likely you can successfully complete the course. Follow the format noted in the email section.

5. A word about late work and extensions. THIS IS VERY IMPORTANT. Please be very aware that I do not grade any late work. If you do not submit your work by the stated deadline, you will receive a “0” in the gradebook. This is a major factor in my courses. I give students due dates for all work at the start of (and most times, prior to) the course. If you want to be successful in my class, you must understand that you must complete all of your work on time. I strongly believe that we must design this course as if we are in business together. If we are in business together and have a scheduled
time/date to pitch a concept to a client, we must meet the deadline. If we don’t present to the client at the scheduled time, we will lose the account and lose money. Even worse, failing to be at an appointment may get you fired. We need to learn this now in an academic setting before going out to the business world. My priority is your future success. To me, this partly means understanding that failing to submit work by the deadline has consequences. Please prioritize. Do not wait until the very last minute to submit your work. Keep in mind the time that everything is due.

5a. **Now, about extensions:** I will only offer an extension for an “excused absence” in cases of: (1) being under **documented** medical/hospital care for you or your child; (2) documented military deployment for you only; (3) documented death and funeral service of your child, your parent, or your spouse; **no other bereavement will qualify for an extension**; (4) pregnancy considerations fall under documented medical care. You will need to submit formal paperwork/documentation to me directly. Nothing else will be considered as an excused absence.

5b. **Your personal life is personal.** These issues are highly confidential and have no bearing on the subject material for this course. You are welcome to contact the TAMUCC Counseling Center for help. If a TAMUCC counselor considers an issue may impact a student in my course, they will ask you if they may contact me as your instructor. I will work directly through the TAMUCC counselor. I am very serious about privacy issues so please understand the process and why it is important to me to proceed in this manner.

6. **Get to know your student advisor.**

7. **Expectations.** I expect that you know how to use a computer and have complete understanding of Microsoft Word and PowerPoint. I also expect that you have a complete understanding of BlackBoard. If this is not the case, you should immediately contact the University IT Support and/or Library for training. I expect you understand APA Style guidelines and know how to write in complete sentences. I expect you to be committed to learning. I expect that you make graduating a top priority in your life. I expect that you are committed to always give your very best work in this course. I expect that you will edit all of your work before turning it in. I expect that you will read the textbook and take notes. I expect that you will turn in everything on time. I expect that you will work positively. I expect a respectful tone when communicating with your fellow students and with me in all of your communication/emails/texts, etc. I expect that you will completely and thoroughly read the syllabus and all announcements in BlackBoard.

Here is what you should expect from me: I am extremely committed to your learning. I believe that education is critical to the well-being of a stable, creative, dynamic, and civil society. Because I teach business courses, I also think of my classes as if they are a business, I’m the CEO, and students are staff. I will make comments on your work. I will edit your work if needed. I will grade work in a timely manner. I will provide clear directions and due dates. I will gladly write recommendations and be a reference for top preforming students. I will strive to be one of your best professors ever. I will be candid.

8. **Extra Credit.** No extra credit is offered for this course. We have no time for extra work. Do not contact me asking for special treatment as these rules apply to all students regardless of pending graduation status, school athletic involvement, etc.

9. **Submitting work.** Submit all work via BlackBoard, in the correct portal. I will not accept any work emailed to me. Do not wait until the last minute to submit your work.
9a. **Computer errors.** Any computer errors regarding submission at the final minutes/seconds leading up to turning in your work via the correct BLACKBOARD portal is your responsibility. You should contact the TAMUCC IT Help Desk if you encounter any errors. But be aware that you had ample time to submit your work (as everything is open to submit now) and you will not be allowed to submit work after the time due. Be aware of the TAMUCC IT Help Desk hours of operation as they cannot solve your computer problems at midnight. If you contact me with computer problems your email must include the TAMUCC IT Help Desk specific ticket number and technician you spoke with. If the error is on the part of TAMUCC, the IT technician will let me know and I will provide a resolution. Also, save your ‘confirmation receipts’ sent to you via email as this is proof of submission. You will need to provide this to the TAMUCC IT Help Desk as a reference. You should not take this course if you are not completely aware of working through online tools to submit your work.

10. **Points-based course.** As noted above in the grading scale section, this is a points-based course. This course is NOT based on percentages. You will clearly see how many points you need to earn/accumulate in order to obtain the certain grade you desire to achieve.

11. **When is everything due?** As you will see in the schedule below, all items (assignments, exams, and the project) are due on specific Wednesday’s at 10AM. Assignment/Exam/Project submission portals close after each due date & time. No points will be earned if you miss the submission deadline.

<table>
<thead>
<tr>
<th>Week of…</th>
<th>Complete the following…</th>
<th>Due date and time...</th>
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</thead>
<tbody>
<tr>
<td>8/17</td>
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<tr>
<td>8/24</td>
<td>Chapter 3 – Quiz</td>
<td>Wednesday, 8/26 @ 10AM</td>
</tr>
<tr>
<td>8/31</td>
<td>Chapter 4 – Quiz</td>
<td>Wednesday, 9/2 @ 10AM</td>
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<tr>
<td>9/7</td>
<td>Chapter 5 – Quiz</td>
<td>Wednesday, 9/9 @ 10AM</td>
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<tr>
<td>9/14</td>
<td>Chapter 6 – Quiz</td>
<td>Wednesday, 9/16 @ 10AM</td>
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<tr>
<td>9/21</td>
<td>Chapters 2-6 Essay Questions</td>
<td>Wednesday, 9/23 @ 10AM</td>
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<td>9/28</td>
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<tr>
<td>10/5</td>
<td>Chapter 8 – Quiz</td>
<td>Wednesday, 10/7 @ 10AM</td>
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<tr>
<td>10/12</td>
<td>Chapter 9 – Quiz</td>
<td>Wednesday, 10/14 @ 10AM</td>
</tr>
<tr>
<td>10/19</td>
<td>Social Marketing Certification Exam Completed from Hootsuite.com</td>
<td>Wednesday, 10/21 @10AM</td>
</tr>
<tr>
<td>10/26</td>
<td>Content Marketing Certification Exam Completed from HubSpot.com</td>
<td>Wednesday, 10/28 @ 10AM</td>
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<td>11/2</td>
<td>Chapters 7-11 Essay Questions</td>
<td>Wednesday, 11/4 @ 10AM</td>
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<td>11/9</td>
<td>Chapter 12 – Quiz</td>
<td>Wednesday, 11/11 @ 10AM</td>
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<tr>
<td>11/16</td>
<td>Chapter 13 - Quiz</td>
<td>Wednesday, 11/18 @ 10AM</td>
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<tr>
<td>11/23</td>
<td>Chapter 14 – Quiz</td>
<td>Wednesday, 11/25 @ 10AM</td>
</tr>
<tr>
<td>11/30</td>
<td>Individual Project: Social Media Marketing Plan &amp; Must Complete your Social Media Marketing Certification Exam from HubSpot.com</td>
<td>Both the SMM Plan &amp; Certification must be submitted by Wednesday, 12/2 @ 10AM.</td>
</tr>
<tr>
<td>12/7</td>
<td>COURSE ENDS</td>
<td>COURSE ENDS</td>
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