MKTG 4322 – Digital and Social Media Marketing

Course Description/Overview

Digital and social media marketing will look at the effective (and ineffective) use of social media platforms, websites, and networks to promote products, services, ideas, as well as its growing role in marketing, which has important implications for how consumers, channels and companies perform.

Prerequisite Knowledge
Junior standing

Course Technology
Students should be familiar with the use of Microsoft Office Word and Stukent software and have access to Angelo State University Blackboard.

Class Meeting Times
MKTG 4322 is a hybrid course; the class meets face-to-face on Thursdays at 11:00.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911; or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Gayle Randall
Senior Instructor of Management and Marketing
Office: RAS 244
Phone: 325-486-6619; Mobile: 325-939-1263
E-mail: grandall@angelo.edu
Office Hours: M 10:45-12:00; W 11:00 – 12:00; R 9:00 – 11:00 and 12:15 – 1:45; by appointment

Course Objectives and Learning Outcomes

Course Objectives
Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers.

This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what’s really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the
relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Note that this course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this course is not solely about these platforms. The intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now.

The emphasis of this course is instead on understanding consumers’ social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Also, since social media is heavily technology-driven, we will cover some relevant related aspects in digital marketing more broadly, including emerging topics in electronic commerce and mobile marketing.

Student Learning Outcomes
After completing this course, you should be able to:

• Understand what digital and social media is and how this new type of media and communications technology influences how business and marketing is done

• Understand key principles of “connected consumers” from psychological and sociological perspectives, and how these principles can be leveraged when developing digital and social media marketing strategies

• Develop skill in using the predominant digital and social media tools currently available for business/marketing communication

• Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management)

• Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage consumers and to increase social impact, influence, and value

• Develop a strategic plan for identifying opportunities for using digital and social media in a company

Methods of Assessing Learning Outcomes
Student knowledge and proficiency will be assessed through the following methods:

• Ten chapter quizzes will assess the ability to remember and understand the core proficiencies related to social media marketing.
• Four case study analyses will assess the competencies in written communication.
• Student involvement in the marketing simulations will assess critical thinking and the application of the digital and social media marketing strategies.
• Expert session videos will assess the ability to understand strategies related to social media marketing.

Course Textbook and Required Readings

You may access digital copies of the social media marketing case studies, Mimic Social Simulation, Social Media Marketing, Mimic Pro, Digital Marketing Essentials, and Digital Marketing Essentials Videos through the stukent.com registration page through the following link: https://home.stukent.com/join/8FC-CCF

You will purchase the Stuken software through this website.

Grading Policies

This course employs the following to measure student learning:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
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<tbody>
<tr>
<td>10 Chapter Quizzes at 5 points each</td>
<td>50</td>
</tr>
<tr>
<td>Expert Session Group Presentation</td>
<td>50</td>
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<tr>
<td>4 Case Studies at 25 points each</td>
<td>100</td>
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<tr>
<td>Mimic Pro Simulation – 6 Rounds</td>
<td>100</td>
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<tr>
<td>Social Media Marketing Simulation – 8 Rounds</td>
<td>100</td>
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<tr>
<td>Total Points</td>
<td>400</td>
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Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90% - 100% 360-400 points
- B = 80% - 89% 320-359 points
- C = 70% - 79% 270-319 points
- D = 60% - 69% 240-269 points
- F = Below 60% Below 240 points

Chapter Quizzes

Every chapter from the textbook has an accompanying quiz (at the end of each chapter) to assess your understanding of the material in the e-books. There are a total 10 required chapter quizzes worth 5 points each that make up the 50 points under the grading system. Your quizzes will be submitted in class on the dates noted in the Class Schedule. Late submissions and online submissions will not be accepted, unless a student has a university excused absence.

Expert Session Presentation

Each chapter includes Expert Sessions featuring digital and social media marketing experts. You may choose an Expert Sessions from the sign up sheet, which includes a date for your group to present. The presentation days are listed in the Class Schedule.

Although it is highly recommended that you watch all of the Expert Sessions in order to get great, practical information from people in the industry, your group is required to choose one Expert Session to present to the class with your group. Your group will listen to the
expert on the video and present the material in a unique manner. This is not a simple summary or regurgitation of information. You must organize the information and explain it in a way that helps the class learn the material. You may use bullet points, diagrams, role-play, or any other format that helps you teach the material effectively. Everyone in the group must be involved in the presentation. The due dates are on the Class Schedule. The expert session presentation is worth a maximum of 50 points.

**Social Media Case Studies**
The purpose of the social media case studies is to provide real world circumstances in which organizations amp up their technology and/or social media strategies to become more competitive in today's business environment. There are a total of 4 case studies. Each case is worth up to 25 points; you will find the due date on the Class Schedule.

You may consider the following points in analyzing the cases:
1. Overview of the company or companies involved
2. Overview of the marketing and management issue(s)
3. Discuss the root causes of the mistake or the reasons for the success
4. Discuss what can be learned from the case
5. Answer all questions, if applicable, presented in the case

Your case study submission should be 1 ½ - 3 pages in length and should be submitted on or before the due date noted in the Course Schedule in a Word document or PDF format. Please submit your Case Study in hard copy form in class on the date it is due. Late submissions or online submissions will not be accepted. The 4 case studies are worth 25 points each to combine for a maximum of 100 points.

**Simulations**

**Digital Marketing Simulation (Mimic Pro)**
A very important part of this course involves the simulations. For example, the digital media simulation will give you a taste of what it is like to run an online media marketing campaign in the real world. In this simulation, you've just been hired to manage the online marketing for Kent's Camera Castle. Kent's has dominated the local market (with their brick and mortar store) for the past 20 years, but their online presence is suffering. Your primary assignment is to revitalize Kent’s digital marketing strategy. Their online business is struggling. Time is of the essence so you'll need to assess the current situation and implement a winning strategy.

You will compete with the other groups in the class for the best performance in the simulation. The entire simulation, consisting of 6 rounds, is worth a maximum of 100 points. Your performance in the simulation will affect your grade, in reference to the other groups. The due dates for the rounds can be found on the class schedule. Notice that late submissions will not be accepted.

**Social Media Marketing Simulation (Mimic Social)**
For example, the social media simulation will give you a taste of what it is like to run a social media marketing campaign in the real world. In this simulation, you will be taking over the social media marketing efforts for an online bag retailer called, Buhi Supply Co. Information about Buhi Supply Co. is located in the simulation itself. Please read the instructions provided in the simulation. You are required to complete 8 rounds in the simulation. It is likely that you may not do very well for the first round or two, but that is all
right. Don’t worry; this is normal. This, combined with the lesson materials, will help prepare you for success in social media marketing. Your group will also present Best Practices and Lessons Learned from their experiences in using the simulation.

The entire social media marketing simulation, consisting of 8 rounds, is worth a maximum of 100 points. Your performance in the simulation will affect your grade, in reference to the other groups. The due dates for the rounds can be found on the class schedule. Notice that late submissions will not be accepted.

**Attendance Policy**
This is a hybrid course; students will work independently and in groups on Tuesdays and will meet face-to-face in class on Thursdays. Since assignments will be submitted in class on Thursdays, attendance is strongly encouraged.

**Response Time**
I will do my best to respond to your questions within 24 hours.

**Course Policies**

**Academic Honesty and Integrity**
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook.

It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

**Courtesy and Respect**
Courtesy and Respect are essential ingredients to this course. We respect each other’s opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one’s ethnicity, life style, race (ethnicity), religion, etc.; violations of these rules will result in immediate dismissal from the course.
Accommodations for Disability
As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126; (325) 942-2126 (TDD/FAX) or by e-mail at StudentLife@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

Religious Holy Day Observance
As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrar_office/course_drop_provisions.php.

Incomplete as a Course grade
As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

Grade Appeal Process
As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), 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 Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Conferences
I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind during office hours and before or after classes as our schedules permit. Please let me know if I can be of help. I will also be happy to make an appointment to see you at a time that is convenient for you. Please feel free to call or text if you have any questions. I can best be reached at 325-939-1263 or grandall@angelo.edu.
### MKTG 4322 Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Class Activity – NOTE: Class meets face-to-face on Thursdays only</th>
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<tbody>
<tr>
<td>1/15</td>
<td>T Course Introduction; activate Stukent Account (Read instructions carefully. See Blackboard for links and instructions.)</td>
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<tr>
<td></td>
<td>Read/view Digital Marketing Essentials – Chapter 1: Digital Marketing Foundations</td>
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<tr>
<td>1/17</td>
<td>R First face-to-face class meeting. Course Introduction; activate Stukent Account</td>
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<td>Read/view Digital Marketing Essentials – Chapter 1: Digital Marketing Foundations</td>
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<tr>
<td>1/22</td>
<td>T Digital Marketing Essentials - Chapter 2: Web Design (Desktop and Mobile) Assignment: Chapter 2 Quiz; due 1/24</td>
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<td>1/24</td>
<td>R Digital Marketing Essentials – Chapter 3: Analytics In class: Discuss projects. Sign up for teams. <strong>Due: Chapter 2 Quiz (Bring hardcopy to class)</strong></td>
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<td>1/29</td>
<td>T Digital Marketing Essentials - Chapter 4: On-Site SEO Assignment: Chapter 4 Quiz; due 1/31</td>
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<td>1/31</td>
<td>R Digital Marketing Essentials – Chapter 5: Off-Site SEO Introduction to <strong>Mimic Pro Round 1 in class; finish Round 1 on your own.</strong> <strong>Due: Chapter 4 Quiz (Bring hardcopy to class)</strong></td>
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<tr>
<td>2/05</td>
<td>T Digital Marketing Essentials - Chapter 6: Paid Search Marketing Assignment: Chapter 6 Quiz; due 2/07 <strong>Due: Mimic Pro Round 2 Decisions</strong></td>
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<td>2/07</td>
<td>R <strong>In class: Expert Session Presentations</strong> <strong>Due: Chapter 6 Quiz (Bring hardcopy to class)</strong></td>
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<td>2/12</td>
<td>T Digital Marketing Essentials - Chapter 7: Display Advertising Assignment: Chapter 7 Quiz; due 2/14 <strong>Due: Mimic Pro Round 3 Decisions</strong></td>
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<td>2/14</td>
<td>R <strong>In class: Expert Session Presentations</strong> <strong>Due: Chapter 7 Quiz (Bring hardcopy to class)</strong></td>
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<td>2/19</td>
<td>T Digital Marketing Essentials - Chapter 8: Email Marketing Assignment: Chapter 8 Quiz; due 2/21 <strong>Due: Mimic Pro Round 4 Decisions</strong></td>
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<tr>
<td>2/21</td>
<td>R Digital Marketing Essentials – Chapter 11: Online Reputation Management <strong>In class: Expert Session Presentations</strong> <strong>Due: Chapter 8 Quiz (Bring hardcopy to class)</strong></td>
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4/18  R  Social Media Marketing - Chapter 10, Topic: Marketing Research Using Social Media – Listening
Due: Chapter 9 Quiz (Bring hardcopy to class)
Due: Social Media Simulation: Round Six

4/23  T  Social Media Marketing - Chapter 17, Topic: Marketing Research Using Social Media – Crowd Sourcing
Assignment: Chapter 10 Quiz; due 4/25
Assignment: CASE STUDY: DEWmocracy; Due 5/02
Due: Social Media Simulation: Round Seven

4/25  R  Due: CASE STUDY: Imagine Dragons; in class discussion
Due: Chapter 10 Quiz (Bring hardcopy to class)
Due: Social Media Simulation: Round Eight

4/30  T  Assignment: Prepare Lessons Learned and Best Practices for class on 3/07. Each group has 5 minutes to present. This is part of your simulation grade.

5/02  R  Due: CASE STUDY: DEWmocracy
Team Evaluations/Presentations on Lessons Learned and Best Practices; each group has 5 minutes to present. This is the last day of class; there is no final exam.