

# 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 Student software and have access to Angelo State University Blackboard.

### **Class Meeting Times**

MKTG 4381 is an online course; there are no face-to-face class meeting times.

### **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](mailto:helpdesk@angelo.edu)

## Faculty/Instructor Information

**Gayle Randall**

**Instructor of Management and Marketing**

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**Office Hours:** Available online.

## 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 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 social media marketing strategies
- Develop skill in using the predominant 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 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.
- Five case study analyses will assess the competencies in written communication.
- Four rounds of the social media marketing simulation will assess critical thinking and the application of the social media marketing strategies.
- Five expert session quizzes will assess the ability to understand strategies related to social media marketing.

## Course Textbook and Required Readings

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You may access digital copies of the social media marketing case studies, “Mimic Social Simulation,” and “Social Media Marketing” through the stukent.com registration page through the following link: <https://home.stukent.com/join/93A-272>

You may purchase the Stukent software through the ASU bookstore or you may access the site through Blackboard, click on the “Stukent Links and Info” tab, then click on “Stukent Course Invite Link (to Register)” link. This will bring you directly to the course content to purchase.

Please use your Angelo State email address to register for the course.

## Grading Policies

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This course employs the following to measure student learning:

10 Chapter Quizzes at 10 points each	100 points
5 Case Studies at 20 points each	100 points
5 Expert Sessions at 20 points each	100 points
<u>Social Media Marketing Simulation – 8 Rounds</u>	<u>100 points</u>
Total Points	400 points

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%	280-319 points
D = 60% - 69%	240-279 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 book. There are a total of 12 online quizzes in the Stukent Social Media Marketing e-book; you may choose **any 10** of the **12** chapter quizzes to complete. Each quiz must be completed before July 31<sup>st</sup> at 11:59 p.m. There are a total 10 required chapter quizzes worth 10 points each that make up the 100 points under the grading system. The results of your quizzes will show up in the Stukent platform. Late submissions will not be accepted.

### 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 7 case studies; you may choose to complete **any 5** of the **7** during the semester; be sure that you submit the case through Blackboard by its assigned due date. Each of the cases specifically has a due date. You may get ahead, but don’t get behind because late submissions will not be accepted. Each case is worth up to **20** points; you will find the due date on the Class Schedule and on Blackboard.

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, double-spaced, and 12 pt. font, and should be submitted on or before the due date noted in the Course Schedule in a Word document or PDF format. The 5 case studies are worth 20 points each to combine for a maximum of 100 points.

Please submit your Case Study submissions through the “Case Study” tab under “Your Submissions” on Blackboard.

### **Expert Sessions**

There are more than twelve Expert Sessions featuring social media marketing experts. You may choose any 5 Expert Sessions to complete; however the due dates are not flexible. There are only 5 due dates for the Expert Sessions. You may get ahead in your submissions, but don't get behind because late submissions will not be accepted.

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, you are required to complete the quizzes for only **5** Expert Sessions throughout the semester. There are a couple of Expert Sessions that do not have a quiz, but are definitely worth watching. Although it is more work, you may choose to write a 1-2 page summary for the Expert Sessions that do not have a quiz. For the other Expert Sessions, you will need to answer the questions to the *Expert Session Quiz* after you watch each video. You may submit your screenshot of your Expert Session quiz results through the “Expert Sessions” tab under the “Submissions” tab on Blackboard. The due dates are on the Class Schedule and on Blackboard.

The 5 expert sessions are worth 20 points each to combine for a maximum of 100 points.

### **Simulation**

A very important part of this course is the simulation. This simulation will give you a taste of what it is like to run a social media marketing campaign for a business. In the 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 to 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.

The entire simulation, consisting of 8 rounds, is worth 100 points. The due dates for the rounds can be found on the class schedule. Notice that late submissions will not be accepted. Note: The odd-numbered rounds are decision rounds and the even-number rounds are analysis rounds. You **MUST** complete all rounds to receive full credit.

## **Attendance Policy**

This is a self-directed online course; there is not an attendance requirement.

## **Response Time**

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

## **Course Policies**

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### **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.

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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 Student.Life@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](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](mailto:grandall@angelo.edu).

## MKT 4322 Class Schedule – Summer II, 2020

<b>Date</b>	<b>Class Activity</b>
7/06	Course Organization, Activate Stukent Account (Read instructions carefully. See Blackboard for links and instructions.)
7/07	Familiarize yourself with Stukent; thoroughly read the documents found in the “Stukent” tab on Blackboard, including “Stukent Account Info – PLEASE READ”.
7/08	Chapter 1, Topic: Social Media Revolution 1. Complete Chapter 1 Quiz in Stukent 2. Complete your choice of <b>Expert Session 1 Quiz</b> – submit through Blackboard
7/09	Chapter 2, Topic: Connected Customers/Social Interactions 1. Complete Chapter 2 Quiz 2. Complete your choice of <b>Expert Session 2 Quiz</b> – submit through Blackboard
7/10	Chapter 13, Topic: Social Media Revolution – Submit case through Blackboard <u><i>CASE STUDY: Disney World’s Digital Transformation – DUE TODAY BY 11:59 pm*</i></u>
7/13	Chapter 3, Topic: Social Media Audit 1. Complete Chapter 3 Quiz 2. Complete your choice of <b>Expert Session 3 Quiz</b> – Submit through Bb
7/14	Chapter 4, Topic: Metrics Overview and Application 1. Complete Chapter 4 Quiz 2. Complete your choice of <b>Expert Session 4 Quiz</b> — Submit through Bb
7/15	Chapter 5, Strategic Uses – Overview 1. Complete Chapter 5 Quiz 2. <u><i>CASE STUDY: AEO Skinny Skinny Jeans – DUE TODAY BY 11:59 pm*</i></u>
7/16	Chapter 6, Topic: Managing and Planning Social Media 1. Complete Chapter 6 Quiz 2. <u><i>CASE STUDY: E2 Kickstarter Campaign – DUE TODAY BY 11:59 pm*</i></u>
7/17	Chapter 7, Topic: Content Marketing 1. Complete Chapter 7 Quiz 2. <b>Simulation: Round One – DUE TODAY</b> – Submit through Stukent
7/20	Chapter 8, Topic: Social Media Advertising 1. Complete Chapter 8 Quiz 2. Complete your choice of <b>Expert Session 5</b> – Submit through Bb
7/21	Chapters 9 and 15, Topic: Influencer Marketing – Seeding and Viral WOM 1. Complete Chapter 9 Quiz 2. <u><i>CASE STUDY: Imagine Dragons – DUE TODAY*</i></u> - Submit through Bb

- 7/22 Chapter 10, Topic: Marketing Research Using Social Media – Listening  
 1. Complete Chapter 10 Quiz  
**2. Simulation: Round Two – Due TODAY** – Submit through Stukent (Note: This round is an analysis round and not a decision-making round. You must complete the questions in order to receive full credit for the simulation.)
- 7/23 Chapter 17, Topic: Marketing Research Using Social Media – Crowd Sourcing  
CASE STUDY: DEWmocracy – DUE TODAY\* - Submit through Bb
- 7/24 Chapter 11, Topic: New Product Development  
 1. Complete Chapter 11 Quiz (If you have already completed 10 quizzes, then you are finished with the quizzes. Only 10 are required.)  
**2. Simulation: Round Three – DUE TODAY** – Submit through Stukent
- 7/27 Chapter 16, Topic: New Product Launches using Social Media  
 1. CASE STUDY: Beyonce – DUE TODAY\* - Submit through Bb  
**2. Simulation: Round Four – DUE TODAY** – Submit through Stukent (Note: This round is an analysis round and not a decision-making round. You must complete the questions in order to receive full credit for the simulation.)
- 7/28 Chapter 12, Topic: Managing Customers  
 1. Complete Chapter 12 Quiz  
**2. Simulation: Round Five – DUE TODAY** – Submit through Stukent
- 7/29 Chapter 18, Topic: Managing Customers  
 1. CASE STUDY: Delta Assist – DUE TODAY\* - Submit through Bb  
**2. Simulation: Round Six – DUE TODAY** – Submit through Stukent (Note: This round is an analysis round and not a decision-making round. You must complete the questions in order to receive full credit for the simulation.)
- 7/30 **Simulation: Rounds 7 - DUE TODAY – Submit through Stukent**
- 8/03 **Simulation: Rounds 8 - DUE TODAY – Submit through Stukent** (Note: This round is an analysis round and not a decision-making round. You must complete the questions in order to receive full credit for the simulation.)
- 8/04 Check out your own social media sites; what does your social media site say about your brand? Take time to modify and update your site to make it more professional.
- 8/05 Course Wrap-up

\*Note: There are 7 opportunities to complete the Case Studies; you are required to complete only 5 of the 7. You may choose any 5 of the 7 that you wish to analyze, as long as they are completed by the due date.