

MKTG 4322 – Digital & Social Media Marketing

Course Description/Overview

This course has two sections, Digital Marketing and Social Media Marketing. The first half of the semester, we'll concentrate on **Digital Marketing**: The Internet is a dynamic marketplace if there ever was one. This class will give you the theoretical understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the Internet. The second half of the semester we'll shift our focus to **Social Media Marketing**: 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.

Prerequisite Knowledge

Junior standing

Course Technology

Students should be familiar with the use of Microsoft Office Word and PowerPoint (or other acceptable presentation) software and have access to Angelo State University Blackboard. It will be helpful to bring your laptop to class.

Class Meeting Times

MKTG 4322.030 class meets in RAS 103 on Mondays and Wednesdays from 2:00

p.m. to 3:15 p.m.

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

Name: Scott Turner

Director and Instructor Commercial Aviation

Office: Rassman #202

Phone: 325-486-6299 (when leaving a message, please leave an email address with a return phone number)

E-Mail: stephen.turner@angelo.edu

Office Hours: M & W 2:00p – 4:30p and Tu & Th by appointment

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.

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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:

- 24 chapter quizzes will assess the ability to remember and understand the core proficiencies related to social media marketing.
- Case study analyses will assess the competencies in written and verbal 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.
- Two cumulative exams will assess overall knowledge of the coursework.

Course Textbook and Required Readings

This course uses a digital textbook that can be accessed at <https://home.stukent.com/join/B7E-148>. This course will also be using an online

advertising simulation called the Mimic Simulation, which will be accessed from the same website. You will need both Digital Marketing Essentials May 2020 Larson & Draper as well as the Mimic Pro Mimic Professional for Internet Marketing and Social Media Marketing November 2019 Stephen & Bart with the Mimic Social product.

Grading Policies

This course employs the following to measure student learning:

Chapter Quizzes	60 points
Mimic Simulation Group Work	140 points
Exam 1	75 points
Exam 2	75 points
Final Class Presentation	50 points
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

Exams

The exams during the term are objective-test format. The exams will consist of multiple-choice questions given in the traditional format (given in the classroom on the dates specified on the Class Schedule). SCANTRON answer forms will be provided at no cost to students during the term for the multiple-choice questions.

The tests during the term will generally involve about 50 - 60 choice questions and they will sample about evenly from both the general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.

Feedback will be provided for each test, typically on the first class day following each exam. However, you are welcome to contact me at any point to review your test in more detail if you wish. I will be pleased to go over your test with

you personally if you have questions or concerns that are not discussed in the review of the exam.

Final Class Presentation

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. Your group will select a case study for approval. The final presentation is worth up to 50 points; you will find the due date on the Class Schedule.

You may consider the following points in preparing:

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 final presentation 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 Final Presentation in hard copy form in class on the date it is due. Late submissions or online submissions will not be accepted.

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 7 rounds, is worth a maximum of 70 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 7 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 70 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.

Response Time

I will respond to email questions within one business day, and homework will be graded and posted within one week after the due date. Individual exams will be graded and returned to the students within one week of the exam date.

Missed/Late Work

Generally speaking, any assignment or test that is not completed or turned in on time will be counted as a zero grade. Any exceptions made will be on a case by case basis. Students with approved absences will be allowed time to take make up exams and/or turn in assignments.

Participation/Absenteeism

You are expected to participate in class discussions. You are also expected to stay off your phone or any other personal electronic device that interferes with class instruction or distracts your fellow students.

Attendance is not only strongly encouraged, but expected. The model I will use in assigning attendance grades is as follows for unexcused absences:

0 to 2 absences	Qualifies you for any curve that is given at the end of the term.
3 to 4 absences	You do not qualify for any curve that is given at end of term.
5 to 6 absences	Your final grade is dropped by a letter grade. 7+ absences. You will receive an "F" for the term.

It is your responsibility to keep track of your attendance. If you leave before the class ends or arrive late, you will be marked absent.

Final Exam

Your final exam will be a peer and instructor scoring of your case study. It is mandatory that you attend to earn a grade and since it's a group presentation, it cannot be made up.

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, which is in both print and web versions of the ASU Student Handbook.

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.

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.

Code of Ethics

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.

Accommodations for Disability

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs 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 emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford
Director of Student Development
Office of Student Affairs
University Center, Suite 112
325-942-2047 Office
325-942-2211 FAX
Dallas.Swafford@angelo.edu

Student absence for religious holidays

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class 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. For undergraduates, 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".

Title IX at Angelo State University

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.

Title IX Coordinator

Mayer Administration Building, Room 210

325-942-2022

michelle.miller@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.

Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedures (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, has experienced inequitable evaluation procedures, or inappropriate grading practices, 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 grade appeal 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>.

Course Outline

MKTG 4322 Class Schedule - Spring, 2022

Week	Class Activity
wk1 – 01/17	Course Introduction and Organization, Chapter 1, Digital Marketing Foundations – Chapter 1 Quiz
wk2 – 01/24	Quiz Review, Chapter 2, Web Design (Desktop and Mobile), Chapter 3, Analytics – Chapter 2 and Chapter 3 Quiz Team Assignments
wk3 – 01/31	Quiz Review, Chapter 4, On-Site SEO, Chapter 5, Off-Site SEO, Chapter 4 and Chapter 5 Quiz
wk4 – 02/07	Quiz Review, Chapter 6 Paid Search Marketing, Chapter 7 Display Advertising, Chapter 6 and Chapter 7 Quiz, Round 1, 2, 3, and 4 Mimic Pro Simulator
wk5 – 02/14	Quiz Review, Chapter 8 Email Marketing, Chapter 9 Social Media 1, Chapter 8 and Chapter 9 Quiz, Round 5, 6, and 7 Mimic Pro Simulator
wk6 – 02/21	Extra week built in for Mimic Pro Simulation work
wk7 – 02/28	Quiz Review, Chapter 10 Social Media 2, Chapter 11 Online Reputation, Chapter 12 Mobile Marketing, Chapter 10, Chapter 11 and Chapter 12 Quiz,
wk8 – 03/07	Quiz Review Exam 1 (Digital Marketing)
wk9 – 03/14	Spring Break
wk10 – 03/21	Begin Social Media Marketing Section, Chapter 1, Social Media Revolution, Chapter 2 Consumer-to-consumer (C2C) interactions, Chapter 1 and Chapter 2 Quiz
wk11 – 03/28	Chapter 3, Social Media Audit Chapter 4 Social Media Metrics, Chapter 3 and Chapter 4 Quiz
wk12 – 04/04	Chapter 5 Strategic Usage of Social Media and Strategy Planning, Chapter 6 Media Communications and Planning Cycle, Chapter 5 and Chapter 6 Quiz, Mimic Social Simulation Round 1 and 2

wk13 – 04/11 Chapter 7, Designing Content for Social Media Communications.
Chapter 8 Using Paid Social Media – Advertising on Social Media
Platforms, Chapter 7 and Chapter 8 Quiz, Mimic Social
Simulation Round 3 and 4

wk14 – 04/18 Chapter 9, Using Earned Social Media – Seeding and Viral Marketing
Chapter 10 Marketing Research Using Social Media, Chapter 9 and
Chapter 10 Quiz, Mimic Social Simulation Round 5, 6 and 7

wk15 – 04/25 Exam 2 (Social Media Marketing)

wk16 – 05/02 Presentations – Finals Round 1

wk17 – 05/09 Presentations – Finals Round 2

**schedule and assignments subject to change*